



Social Computing Group

Short Demos of New Work – Summer 2002

Agenda

1. **Connections** : ShellyF, AndrzejT, Will Portnoy, MLofstrom
Tools for finding & communicating with people you care about
2. **Sapphire Toolbar**: SeanKell, DaveVr, CezaryM, RyszardK
Fundamental UI concepts: similarity & importance, people, time, topic
3. **Visual Summaries**: Will Portnoy (U. Wash), ShellyF
Visual overview of Sapphire data: people, communication & documents

Agenda (continued)

5. **Conversation Clusters:** Andrew Fiore (MIT), SeanKell
Grouping email conversations based on text indexing
6. **Smart Previews:** Jai-chi Wu (U. Wash), CezaryM, Horvitz
Dynamic previews for emails and documents
7. **Beyond Blackcomb:** Marlene Kwee (Harvard), DaveVr
Sketches of a spatial user experience
8. **Bad Behavior:** Jessie Ma (U. Maryland), JPDavis
Reducing bad behavior using reputation systems

Contacts & Information

- SCG internal web page: <http://msrweb/scg/>
- This talk: <http://resnet/msrn/default.asp>
- Contact LiliCh, or any of the presenters

Connections

Tools for helping people find and communicate
with each other

Shelly Farnham, Andrzej Turski, Will Portnoy, Markus Lofstrom

Social Computing Group, MSR

Aug 22, 2002

Microsoft Confidential

Connections Projects

- **Goal:** Model social user interfaces after how users think and feel about the people they interact with.
- Lessons from user study:
 - Find people draw their social maps
 - Found people structured them according to:
 - Importance to self
 - Connections between others
 - Groups (fairly dynamic)
- **Goal:** Provide structure to social data automatically



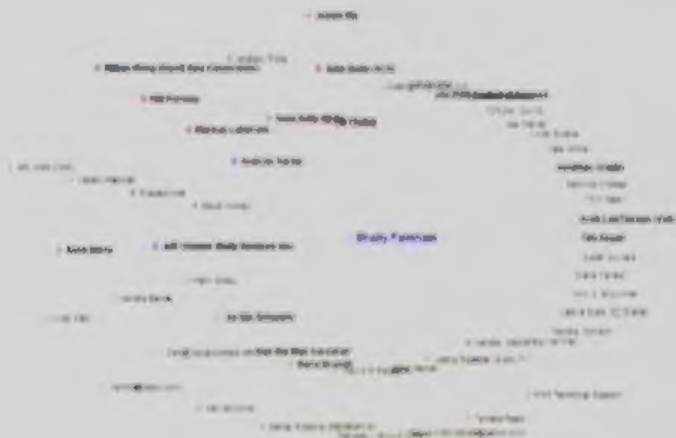
Demos

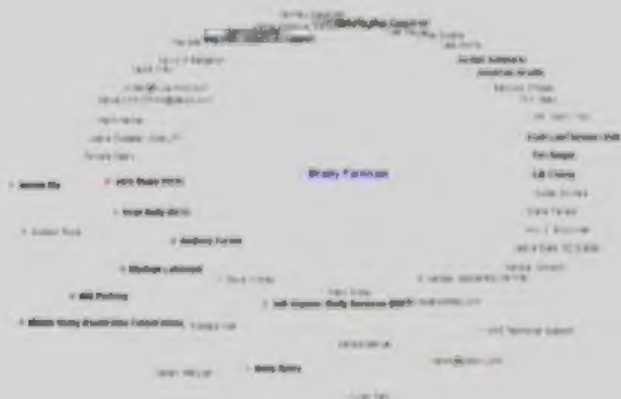
Personal Map with Outlook Integration

model private social spaces based on email behavior

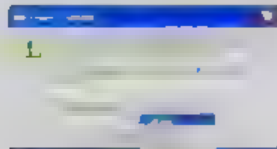
MSR Connections & MS Connect

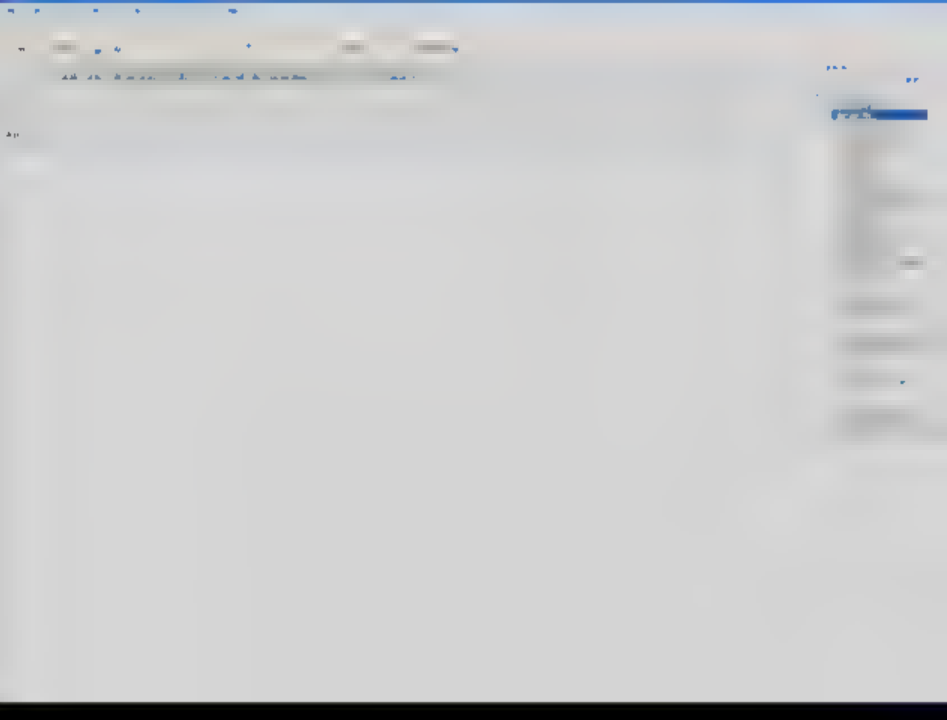
model public social spaces based on active directory data, etc.

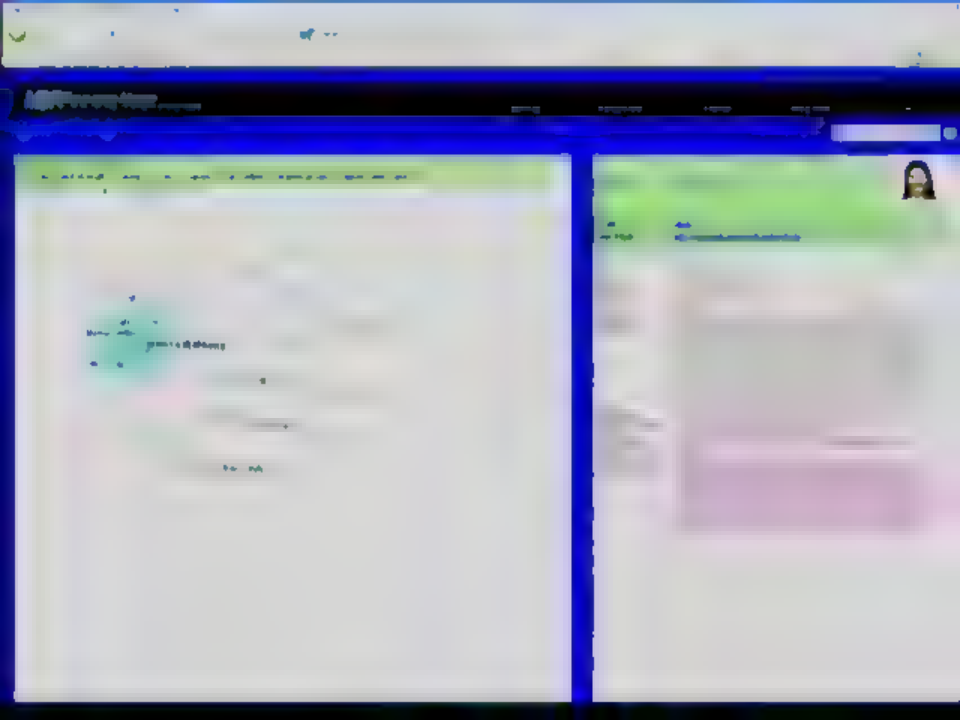


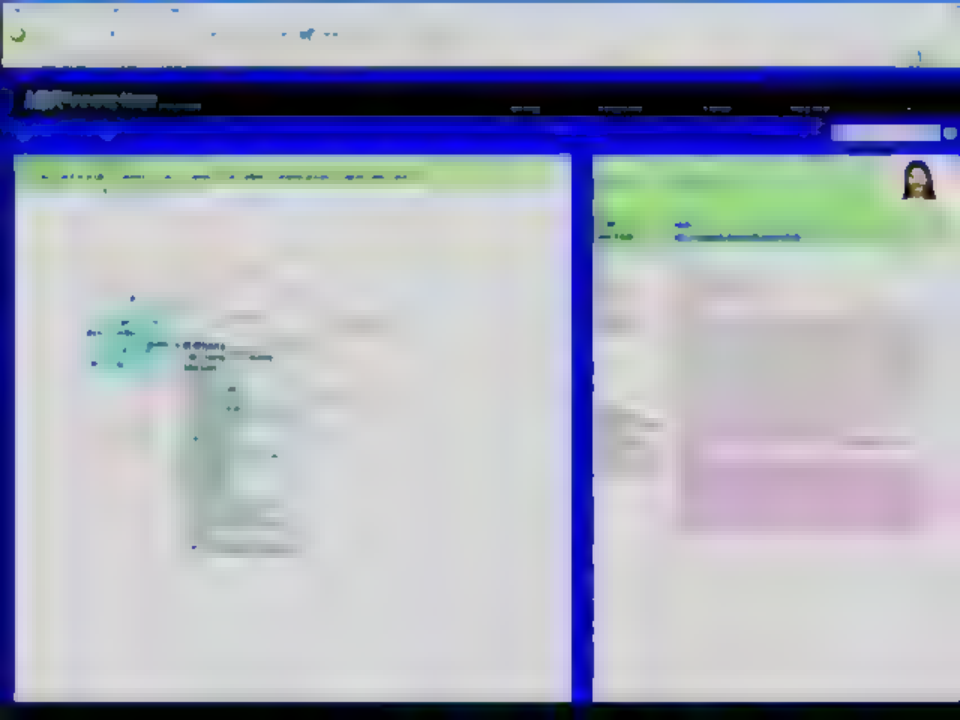


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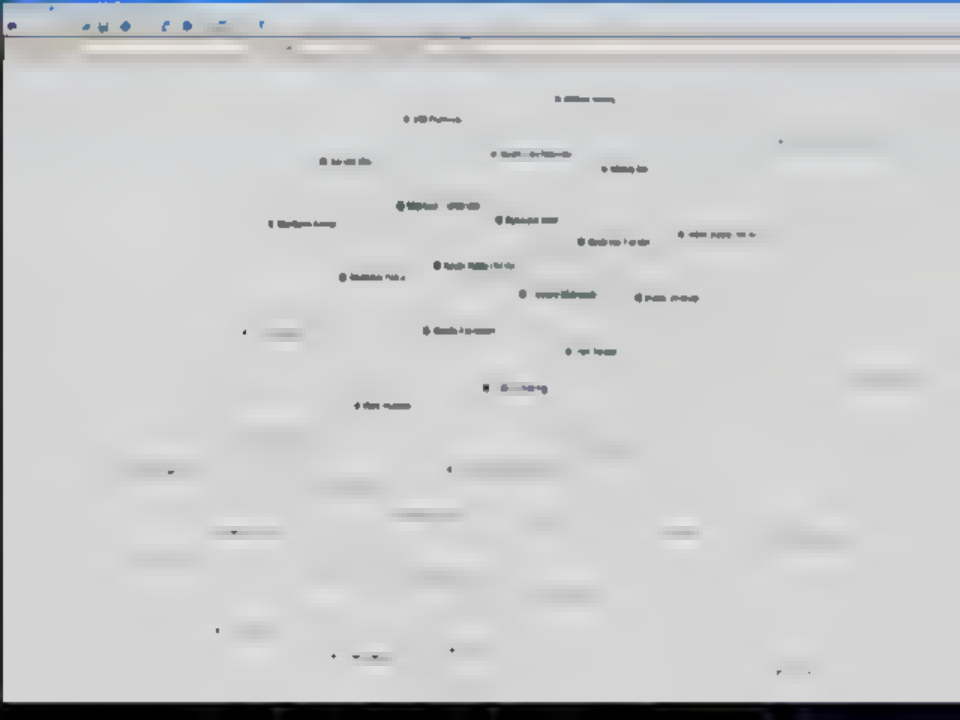


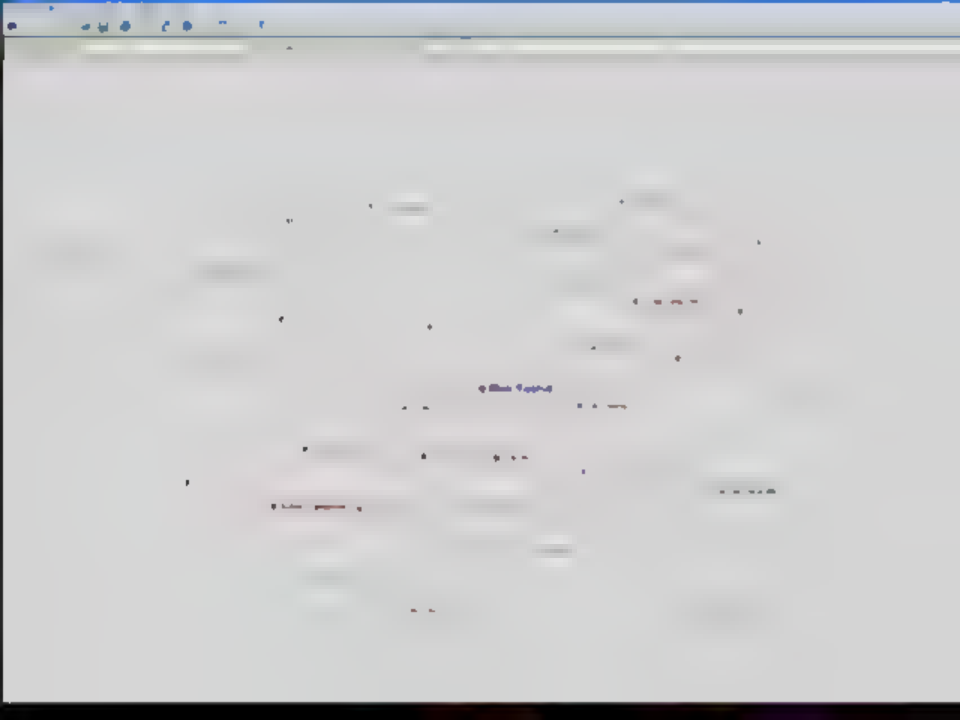
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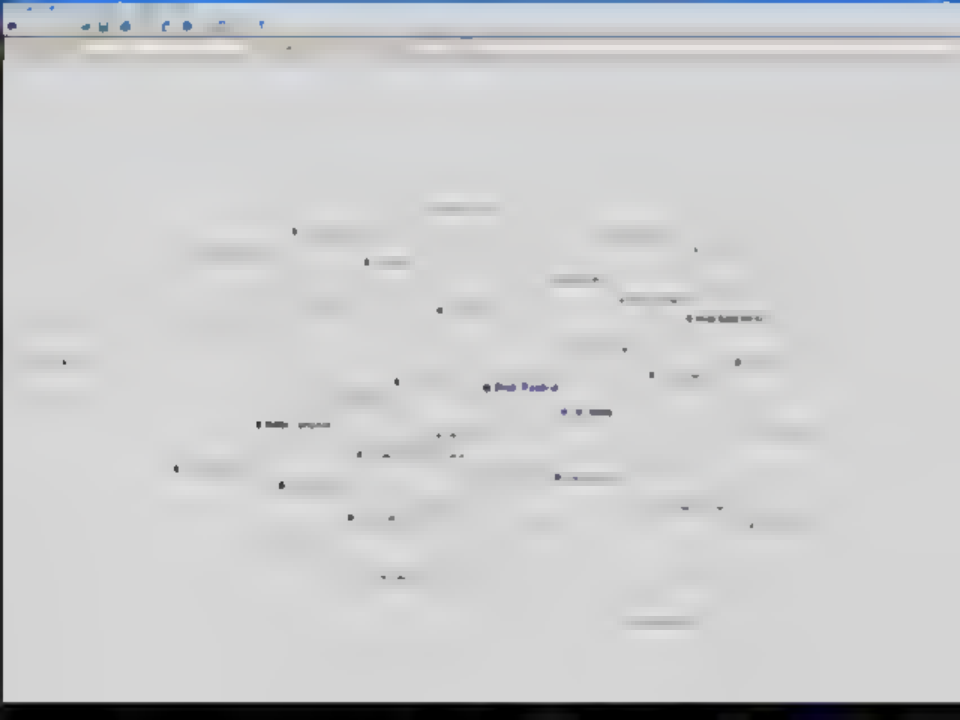
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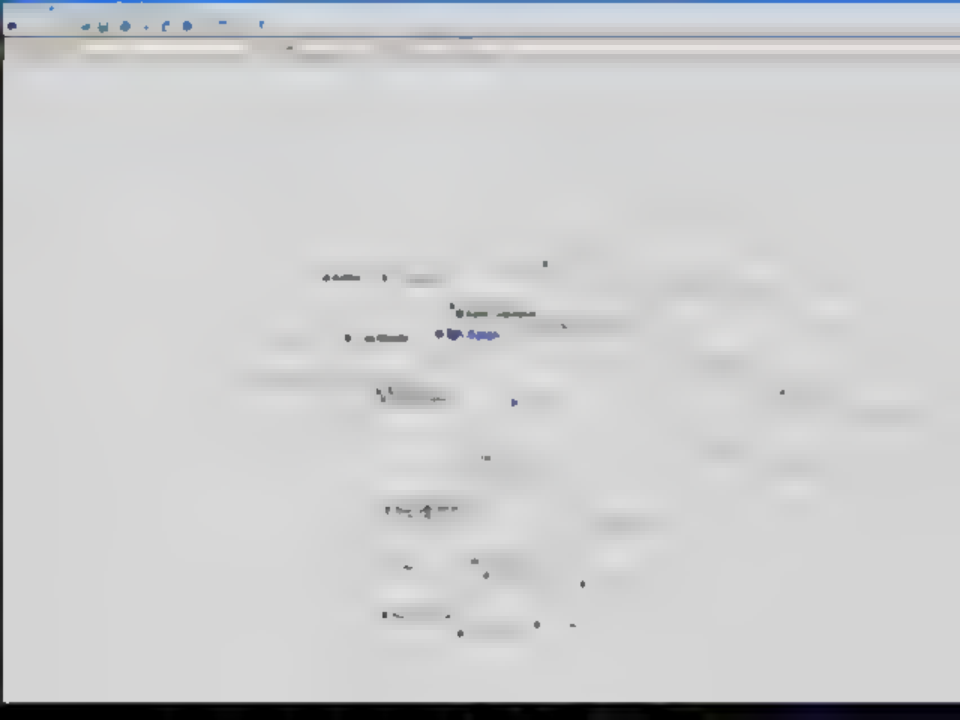
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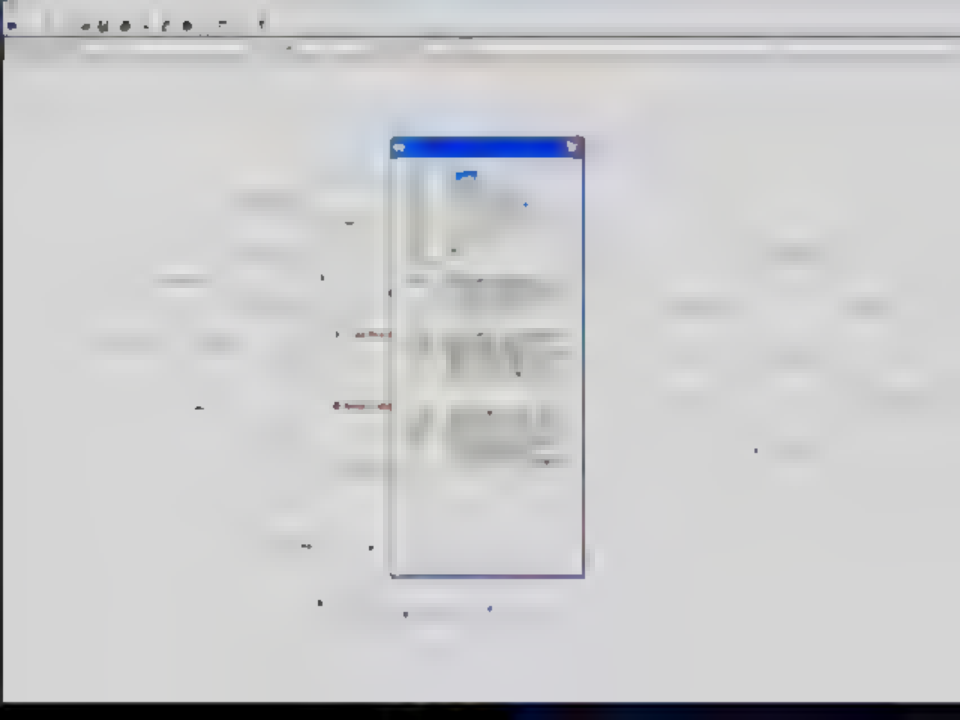
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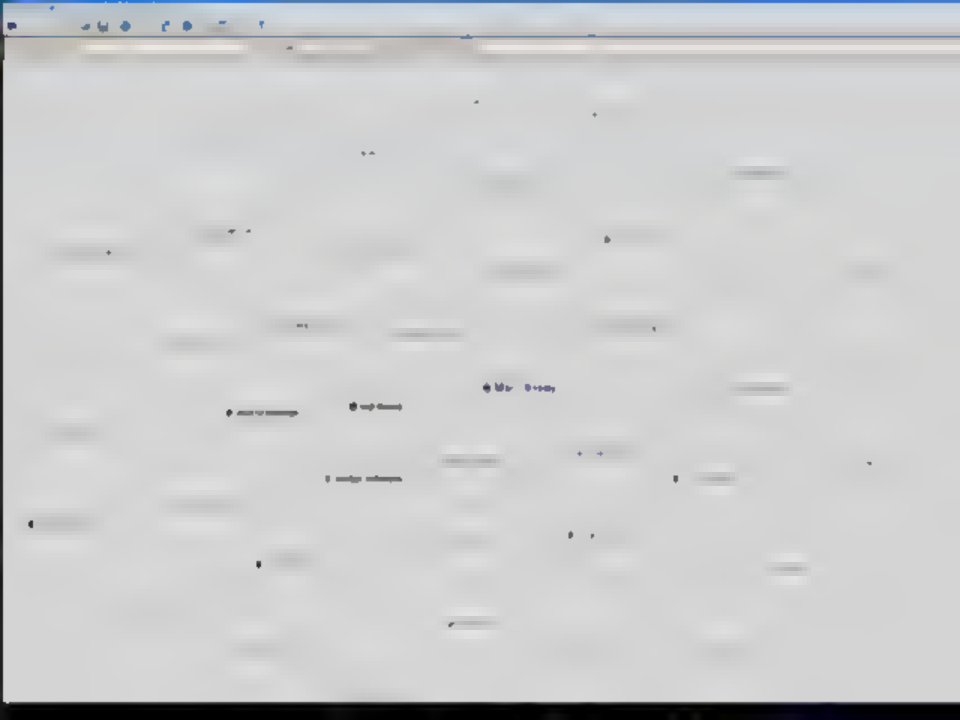


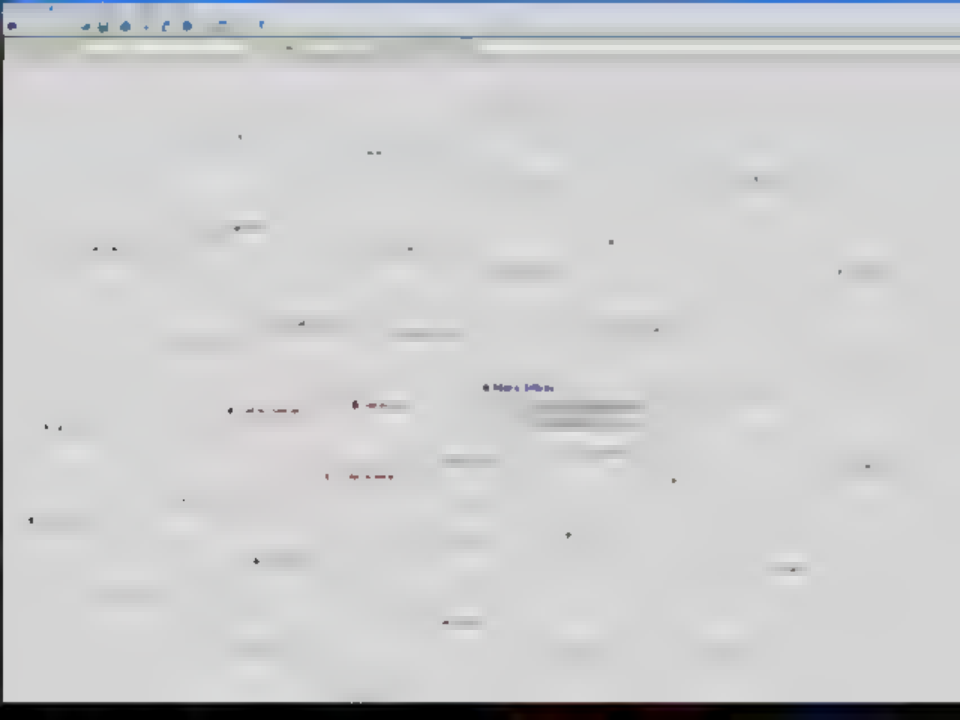


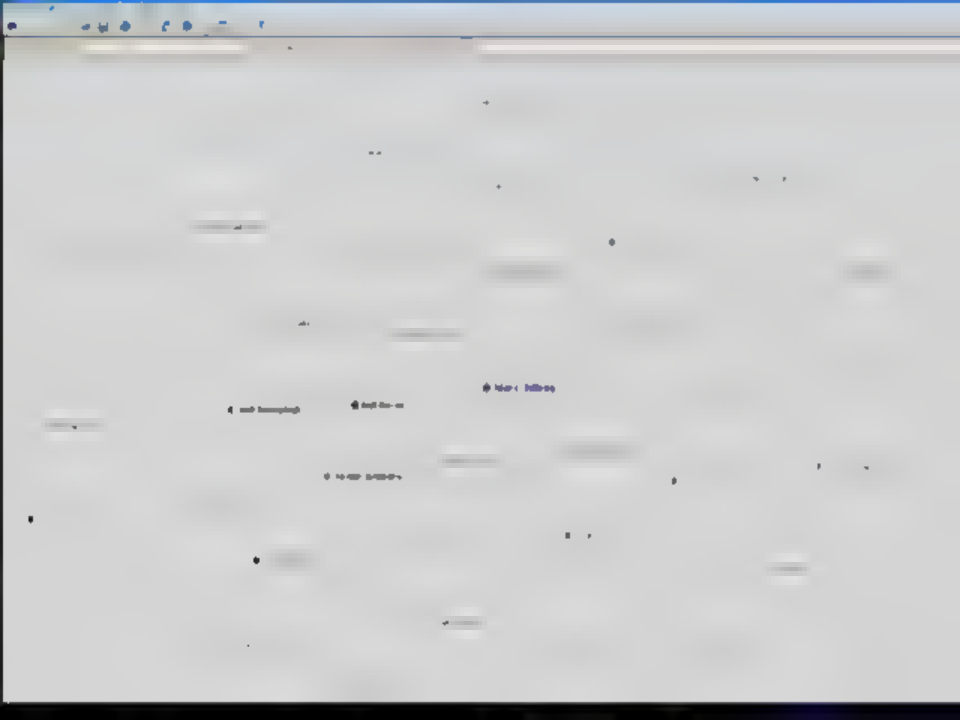


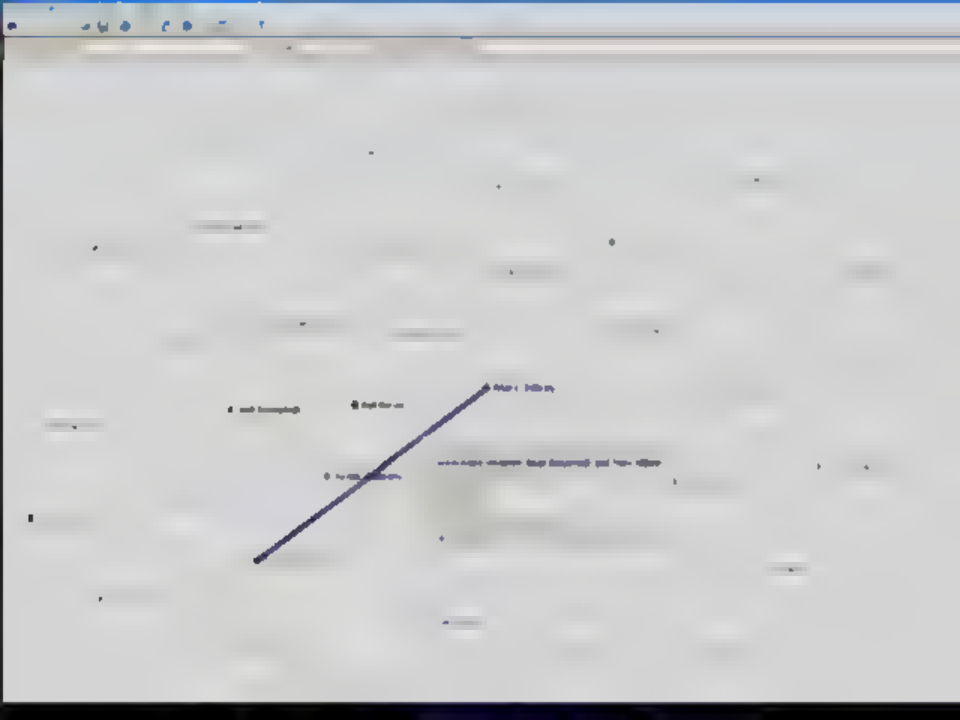




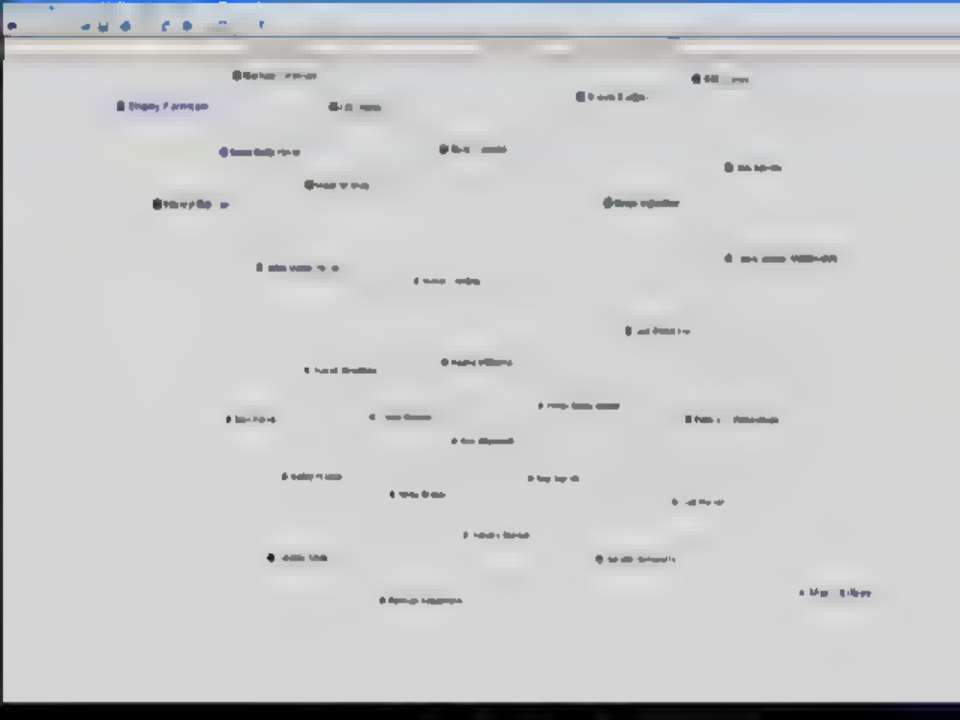








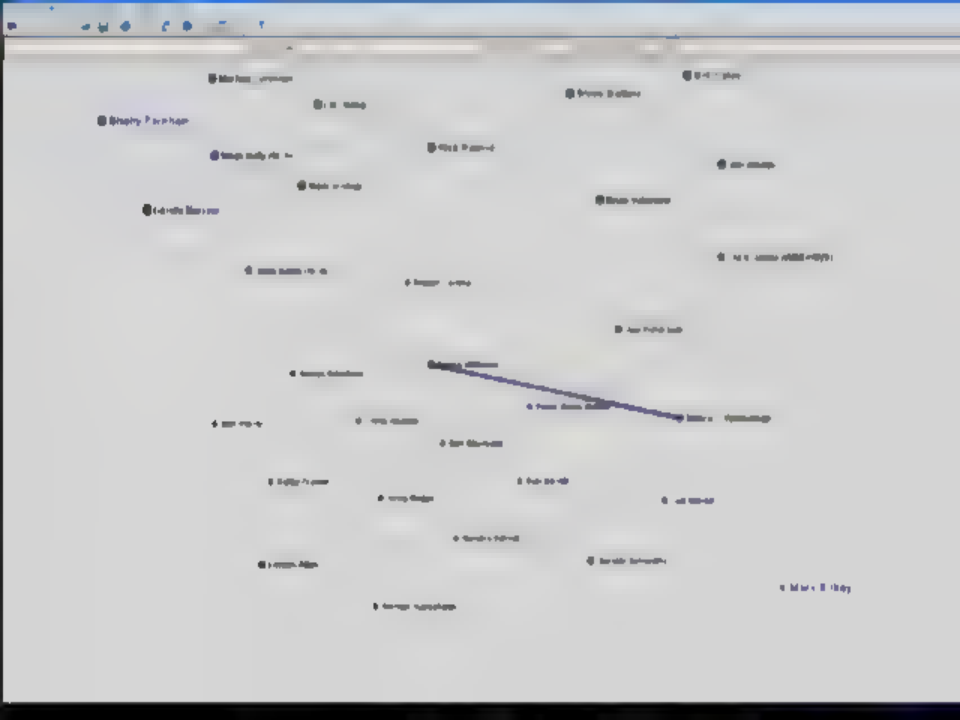


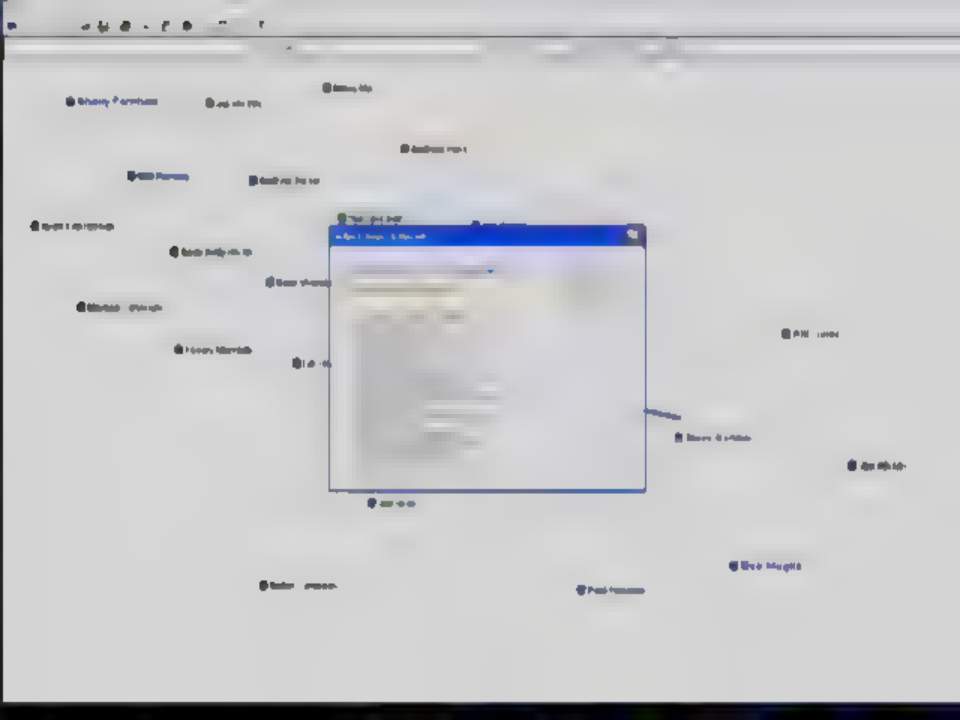














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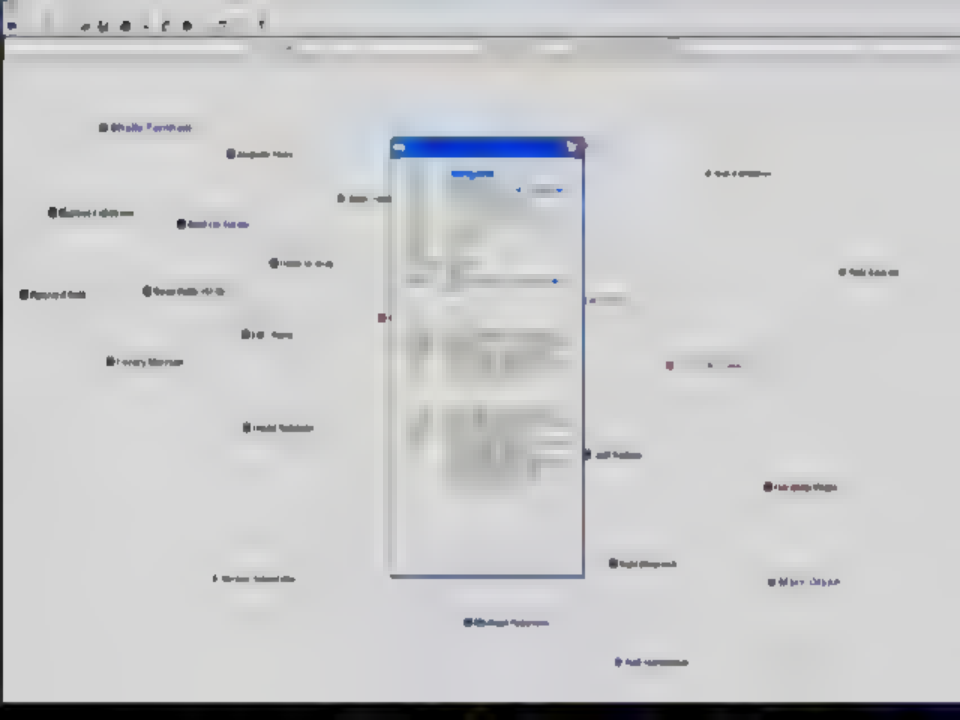
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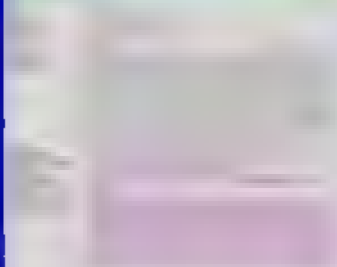
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Connections

How people find and communicate
with each other.

David Foray, Andrzej Turek, Will Forinoy, Markus Lohstroff

Social Computing Group, MSR

Aug 22, 2002

Microsoft Confidential

Demos

Personal App with Outlook Integration

Social spaces based on email behavior

ASP Connections & MS Connect

Enterprise social spaces based on active directory data, etc.

Sapphire Toolbar

Sean Kelly, David Vronay

Samir Marjan, Andrzej Turuk, Ryszard Kotliński

Social Computing Group, MSR

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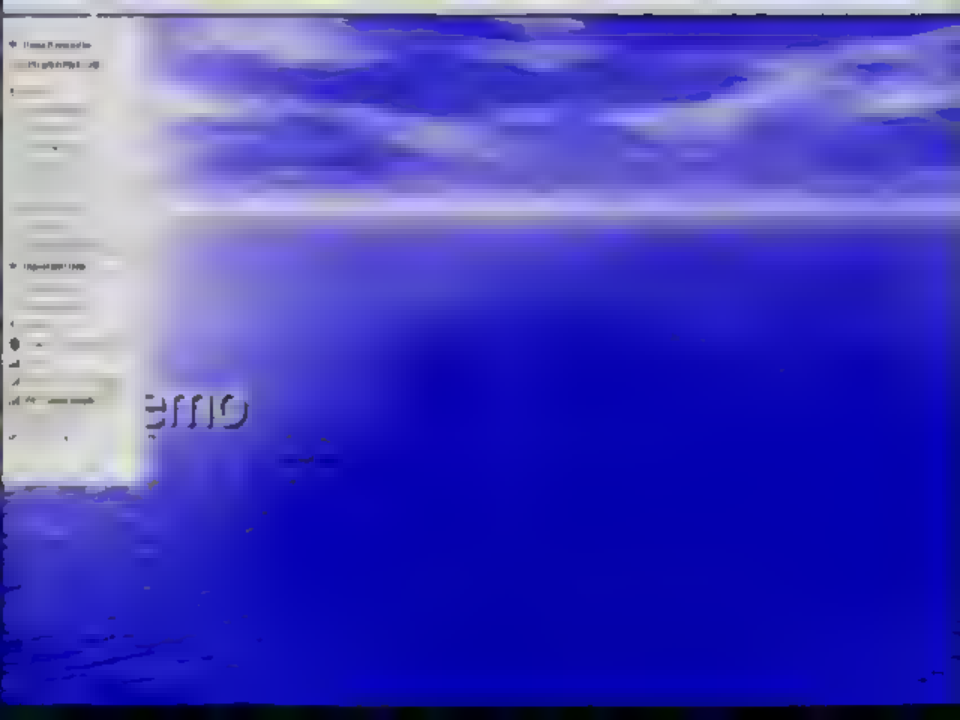
Capture Toolbar

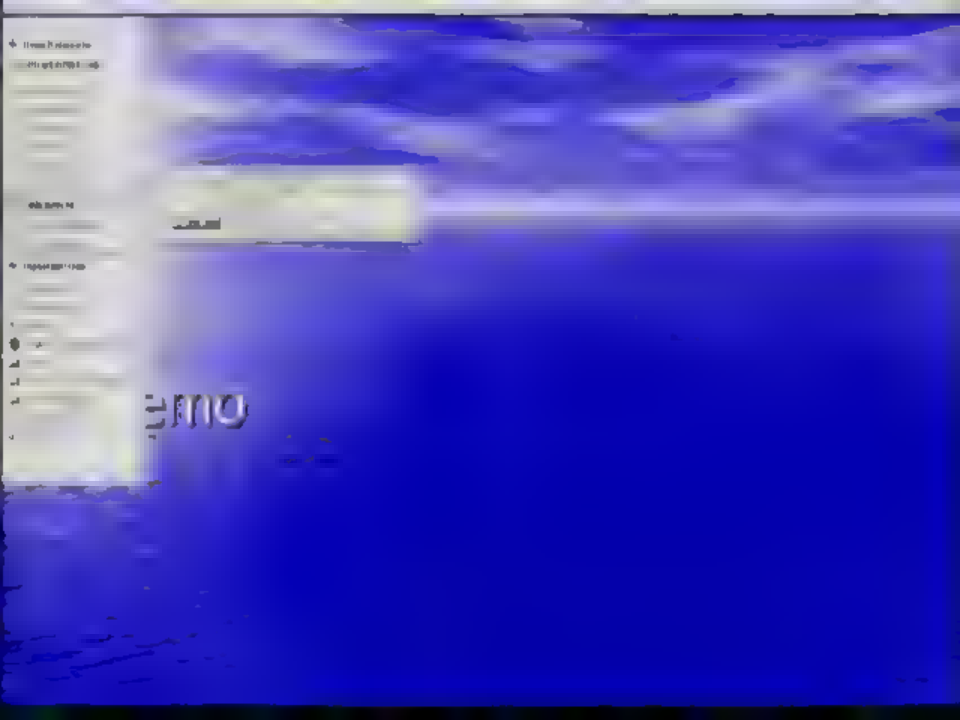
- **Information**
 - **What** - what is going on in the world and how
 - **When** - how is time changing
 - **Where** - location based on my current location
 - **Who** - who is doing it
- **Prototype UX for the next generation of database-driven computing:**
 - **New views on your information and data:**
 - Organized by *topic, time* and *people*

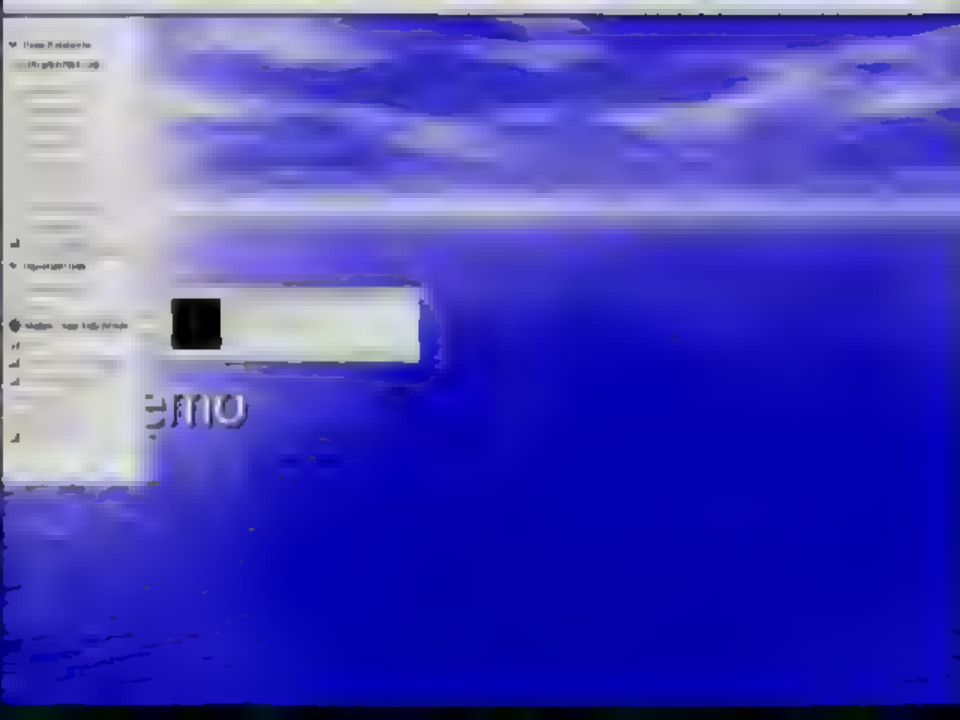
Demio

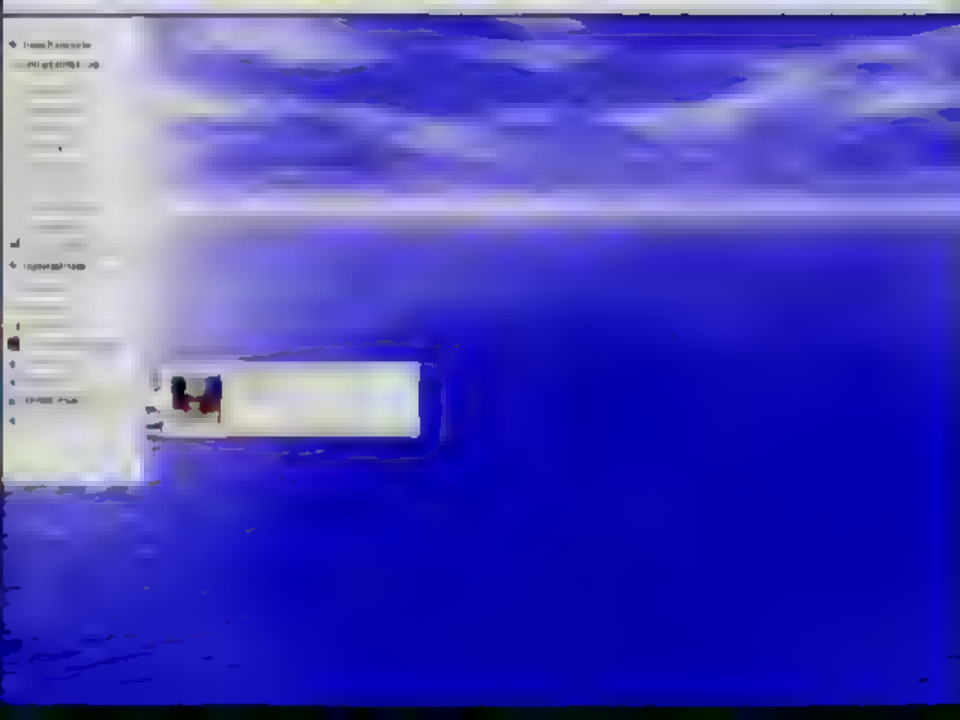
Demo

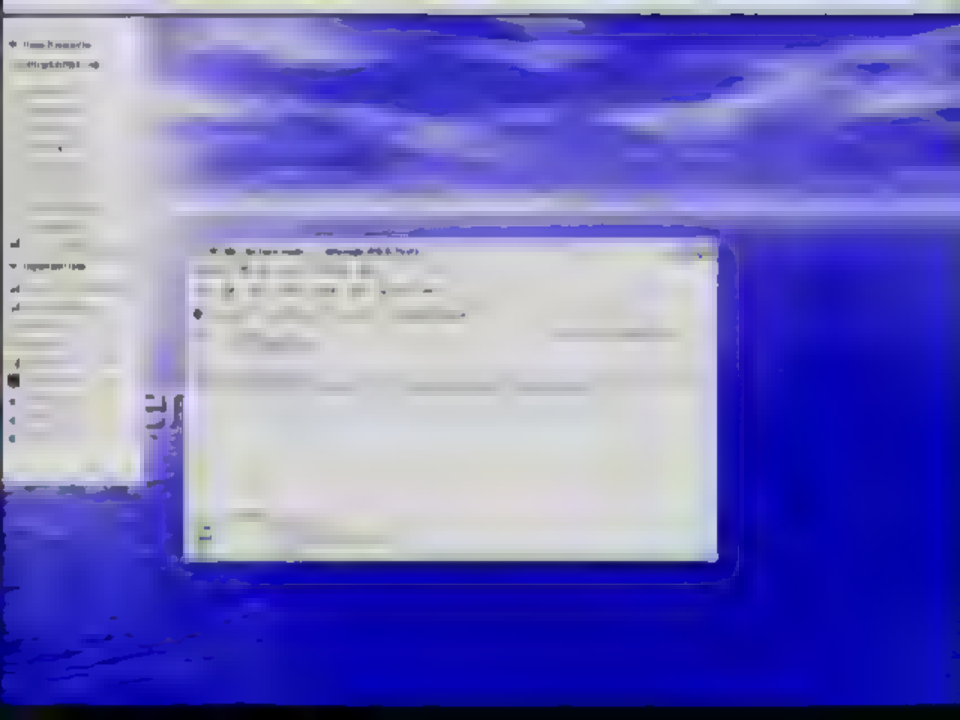
Demo

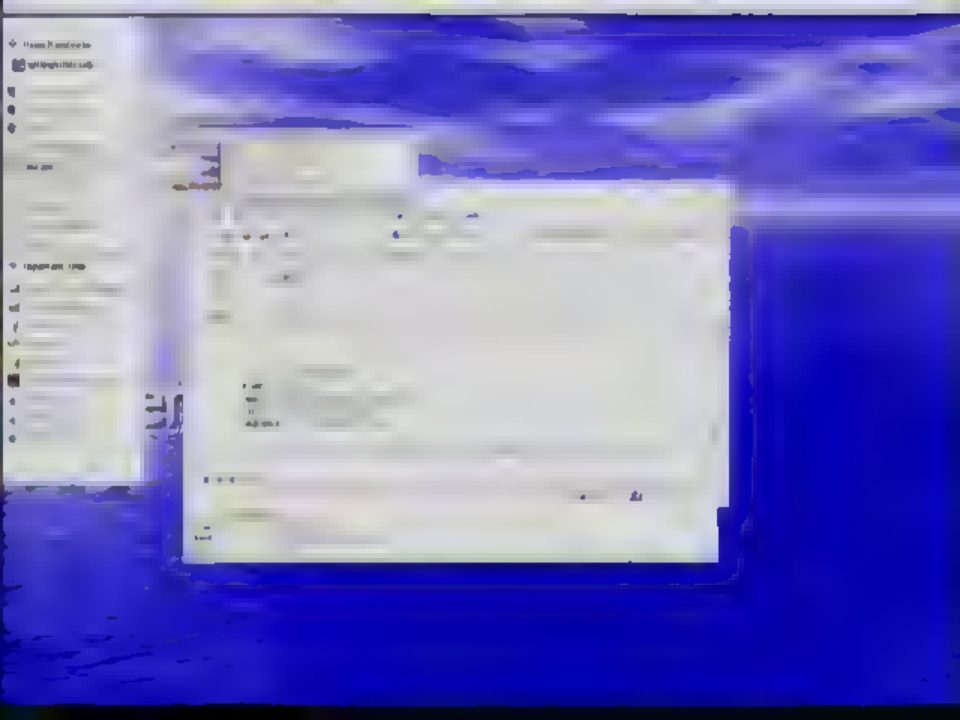




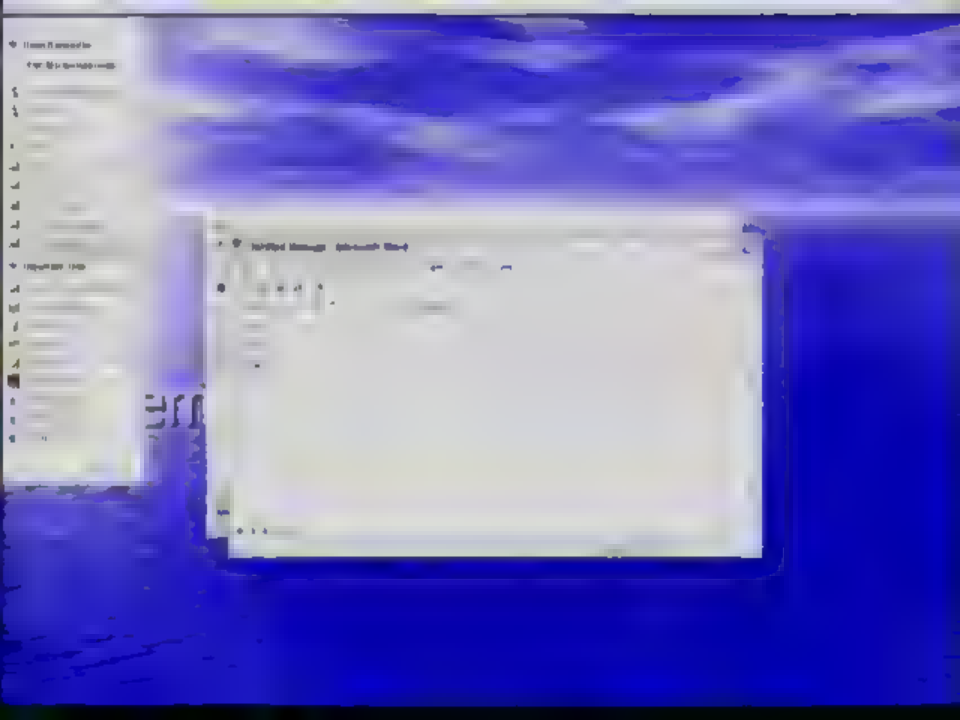


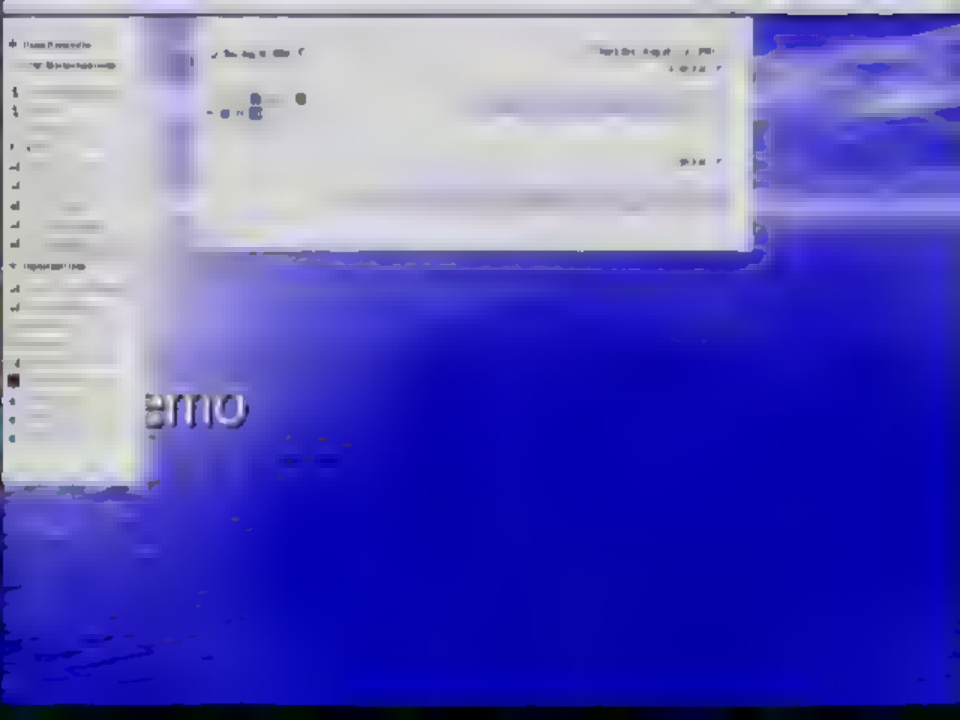


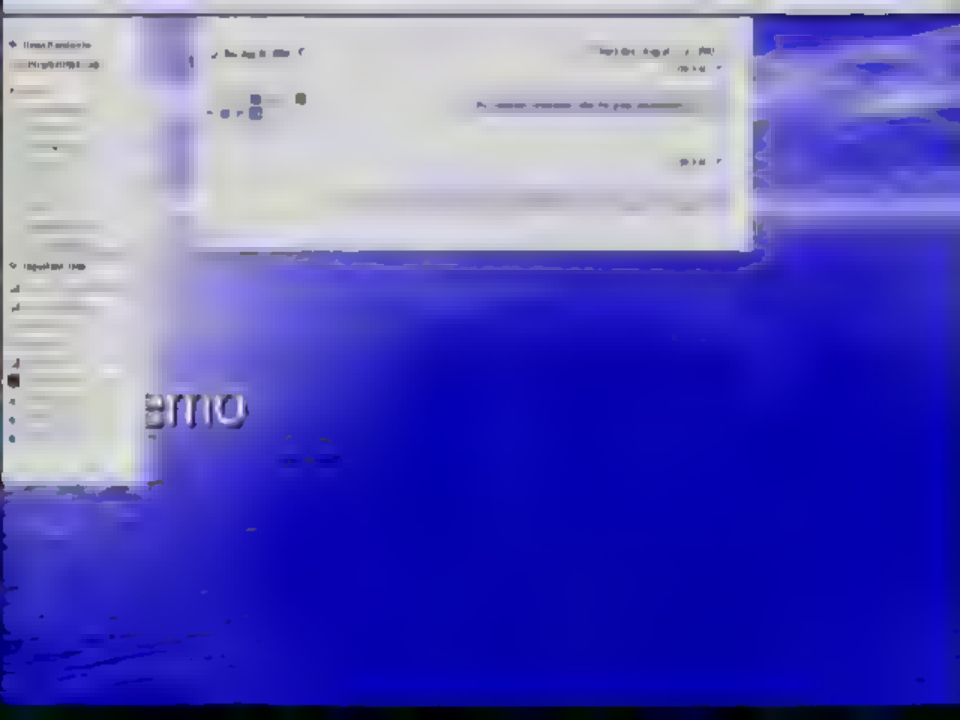






















Store Performance - L&L Company

Store	Sales	Profit	Growth
Store 1	1000	100	10%
Store 2	900	90	9%
Store 3	800	80	8%
Store 4	700	70	7%
Store 5	600	60	6%
Store 6	500	50	5%
Store 7	400	40	4%
Store 8	300	30	3%
Store 9	200	20	2%
Store 10	100	10	1%
Store 11	900	90	9%
Store 12	800	80	8%
Store 13	700	70	7%
Store 14	600	60	6%
Store 15	500	50	5%
Store 16	400	40	4%
Store 17	300	30	3%
Store 18	200	20	2%
Store 19	100	10	1%
Store 20	50	5	0.5%

Demo

Demo

Derby

Derby

1. Where the word "Where" is used, it is used in the sense of "Whereas".

2. Where the word "Where" is used, it is used in the sense of "Whereas".

3. Where the word "Where" is used, it is used in the sense of "Whereas".

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7. Where the word "Where" is used, it is used in the sense of "Whereas".

8. Where the word "Where" is used, it is used in the sense of "Whereas".

Demo

1. Which of the following is not a function of the cell membrane?
2. Which of the following is not a function of the cell membrane?
3. Which of the following is not a function of the cell membrane?
4. Which of the following is not a function of the cell membrane?
5. Which of the following is not a function of the cell membrane?

Demo

To Whom It May Concern: All-Clad

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

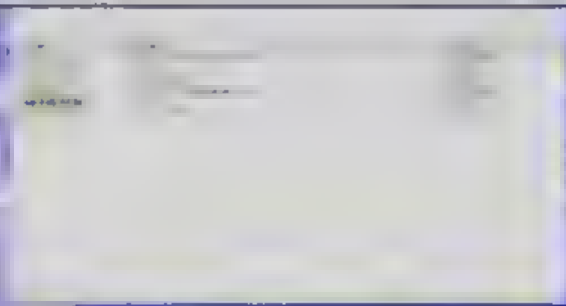
Figure 1. The effect of the concentration of the polymer on the gelation time.

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Demio

Denno



Demo

Defining



Deities

1. Name Pres and Left Champs

- 1. Name Pres and Left Champs
- 2. Name Pres and Right Champs
- 3. Name Pres and Top Champs
- 4. Name Pres and Bottom Champs
- 5. Name Pres and All Champs
- 6. Name Pres and All Champs
- 7. Name Pres and All Champs
- 8. Name Pres and All Champs

Demo

To: Home Pro State 5.00 Change

Home Pro State 5.00 Change

Home Pro State 5.00 Change

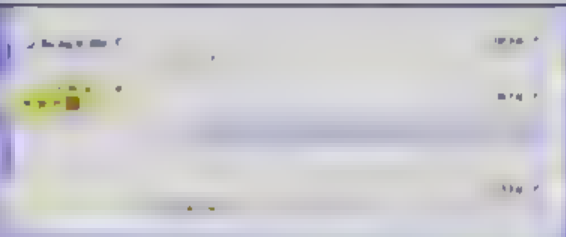
Home Pro State 5.00 Change

Home Pro State 5.00 Change

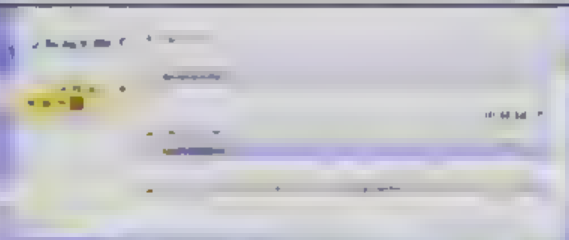
Home Pro State 5.00 Change

Home Pro State 5.00 Change

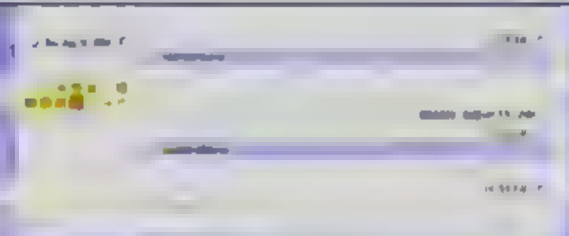
Demo



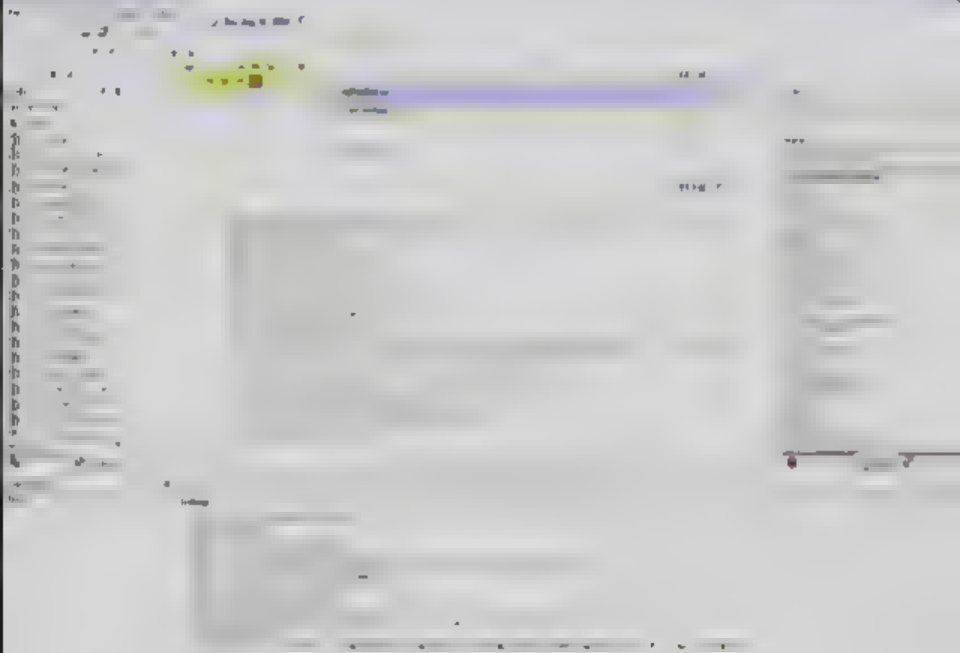
Demo

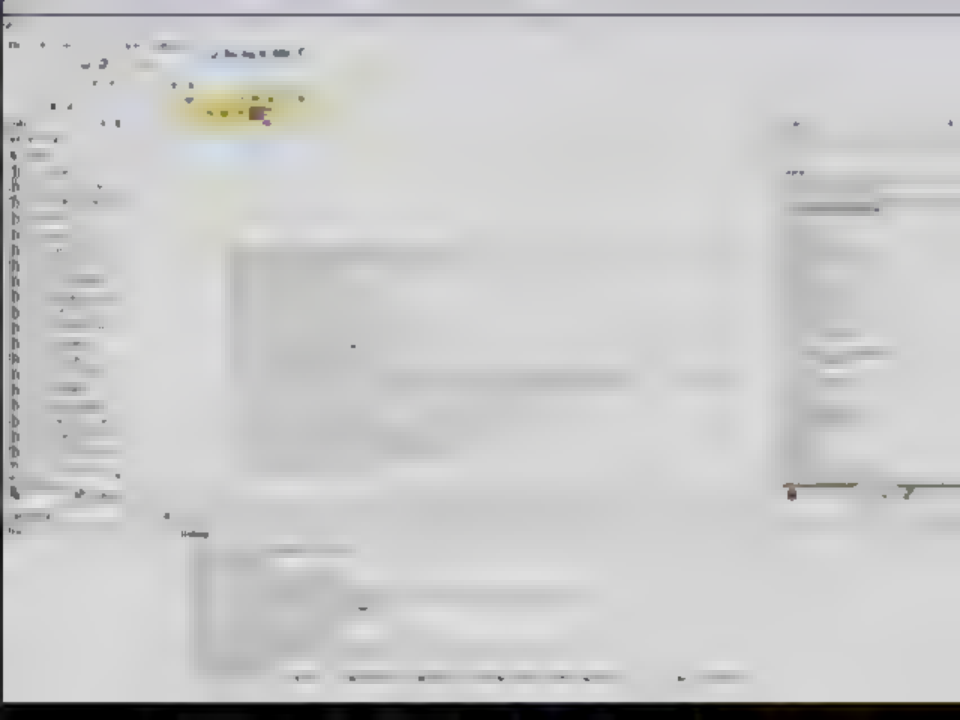


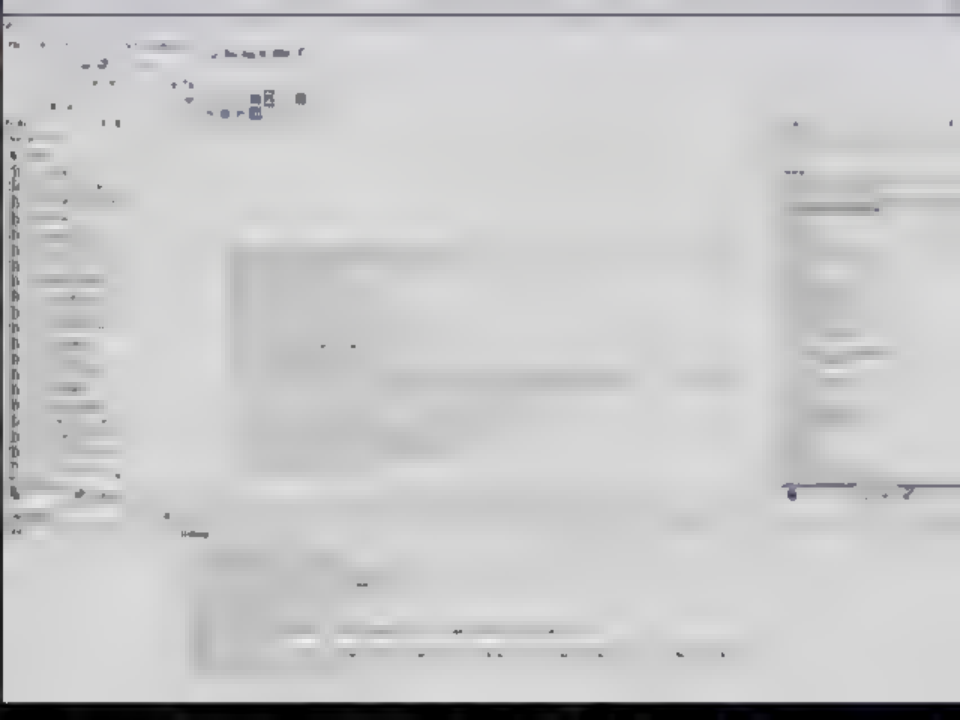
Demo

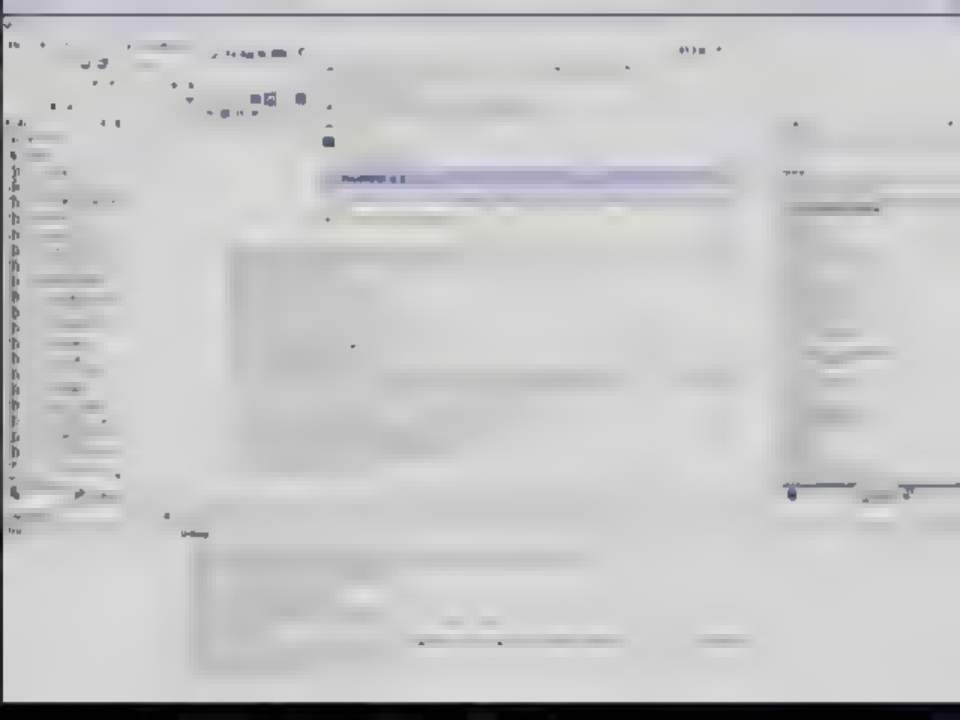


Demo









Summary/8. Next Steps

-
-
-

Contact info: seankell, davevr

Visual Summaries

Shelly Parham, Andrzej Turak

Local Computing Group, MSR

August 22, 2002

Microsoft Confidential

Visual Summaries

John J. Roy, Shelly Farnham, Andrzej Turski

Social Computing Group, MSR

August 22, 2002

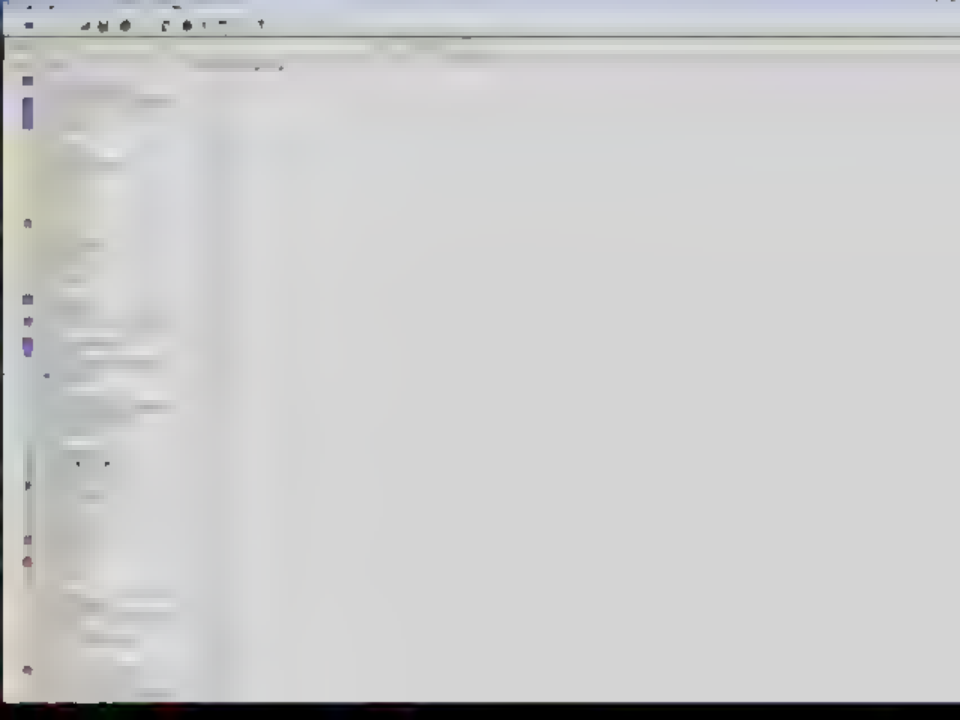
Overview/Goals

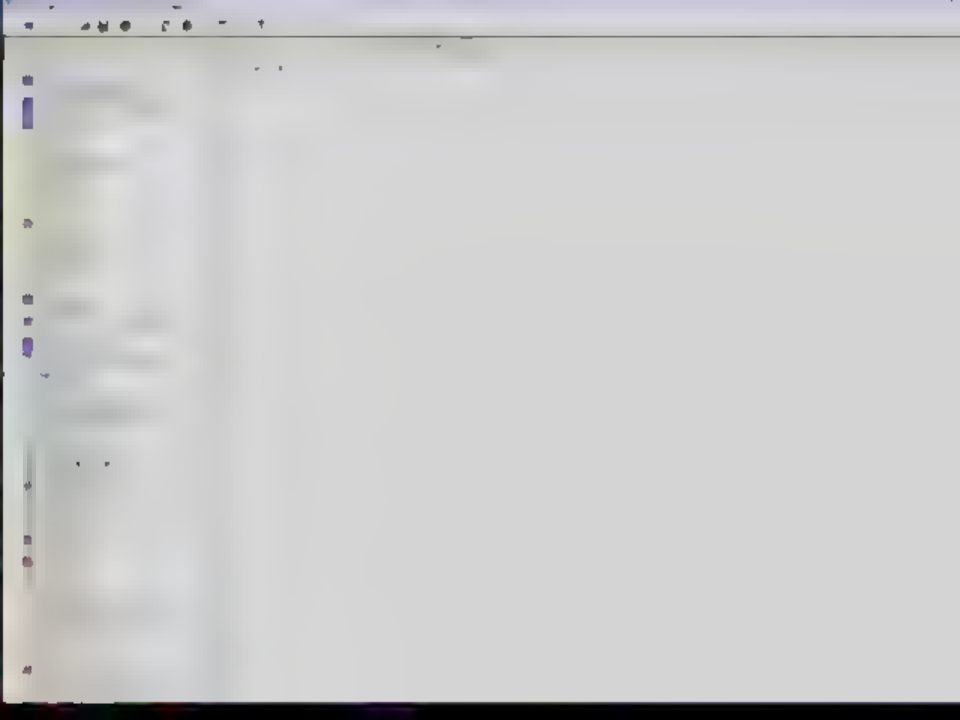
- Provide Actual Summary of User Interaction
- Display important objects
 - Location, documents, web pages, etc.
- Dynamically group based on similarity
 - Co-occurrence, file location, email recipients, etc.
- Summarize groups

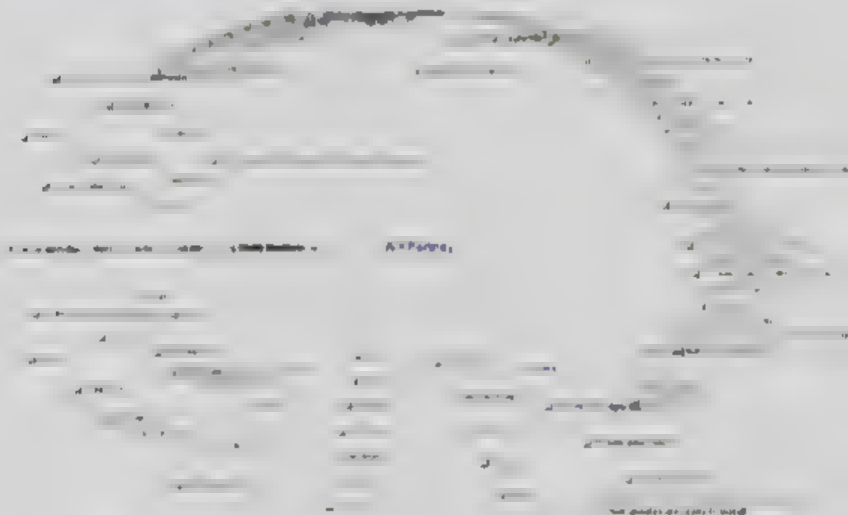
Background

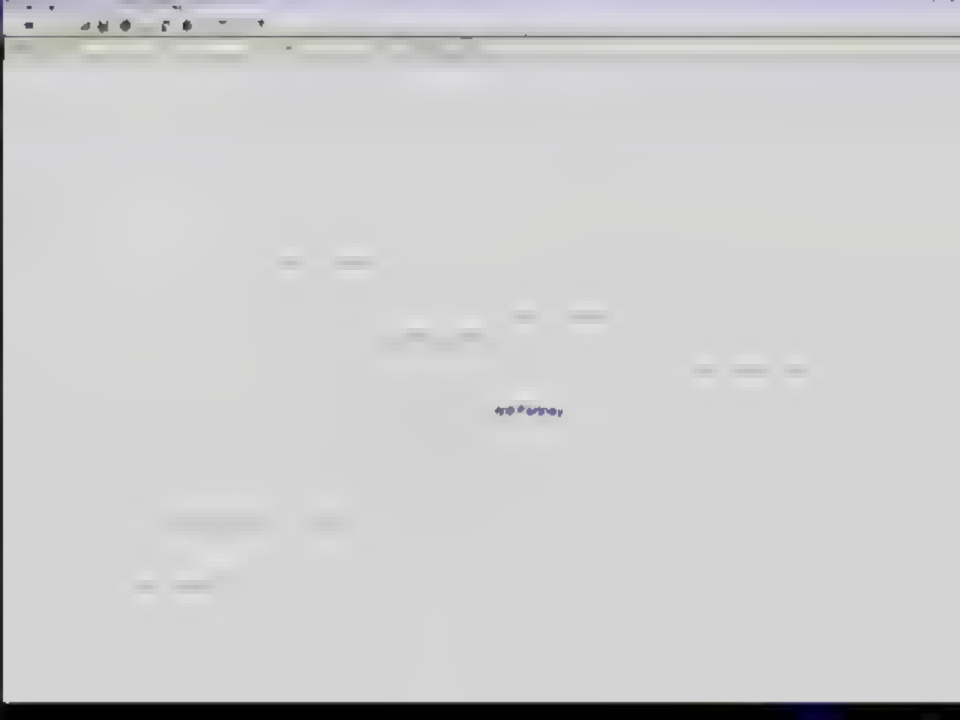
- Based on Personal Map project
- Uses supplier data
- Summarize
- Visualize

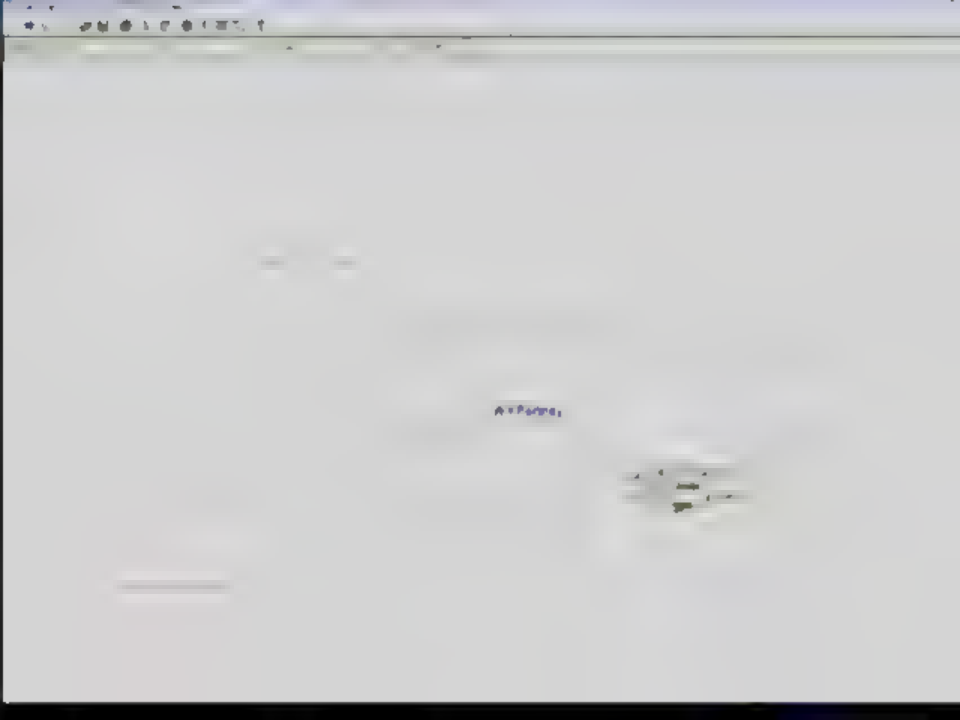
Demo

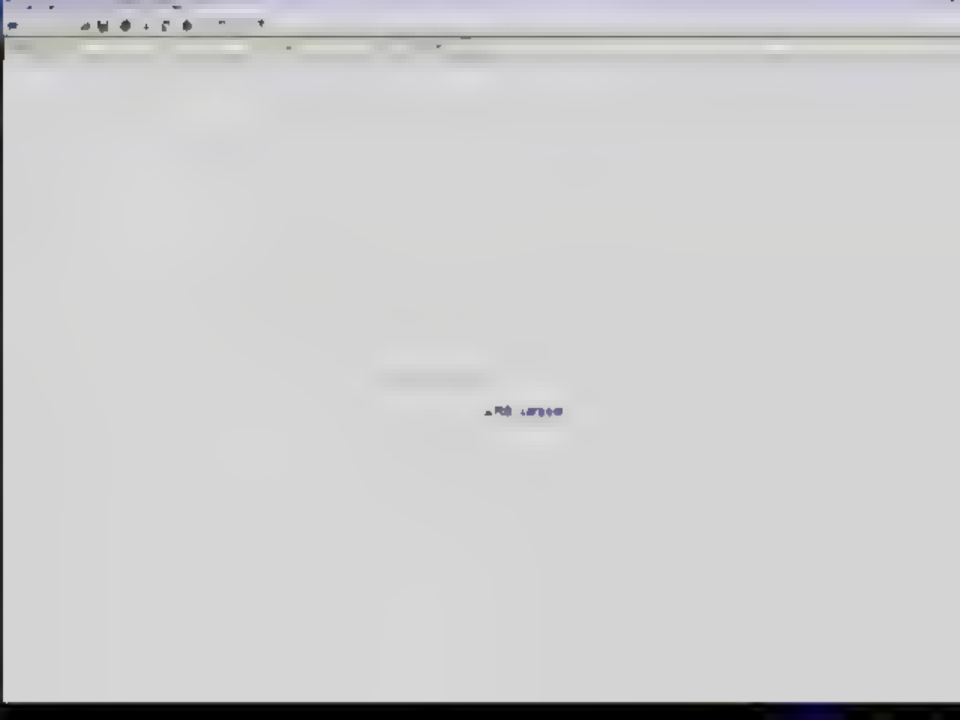




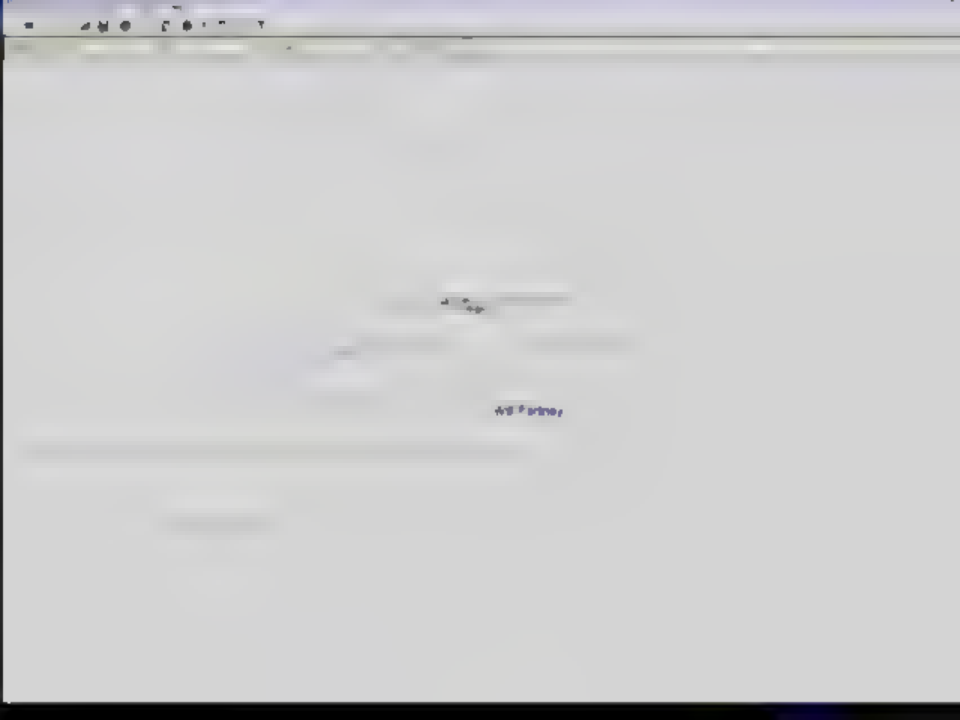




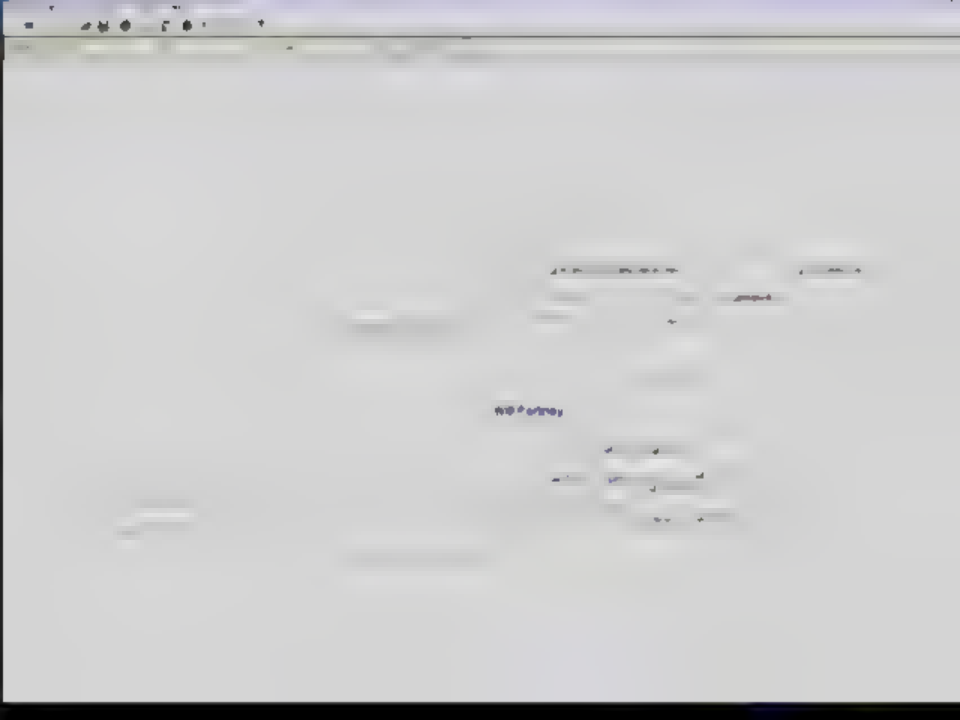


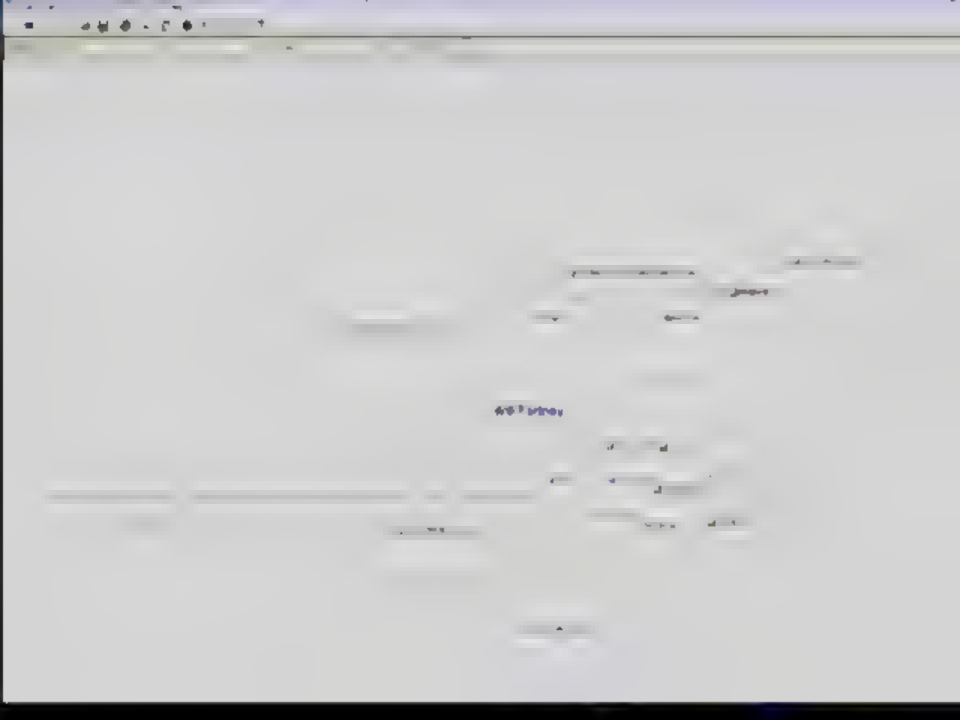


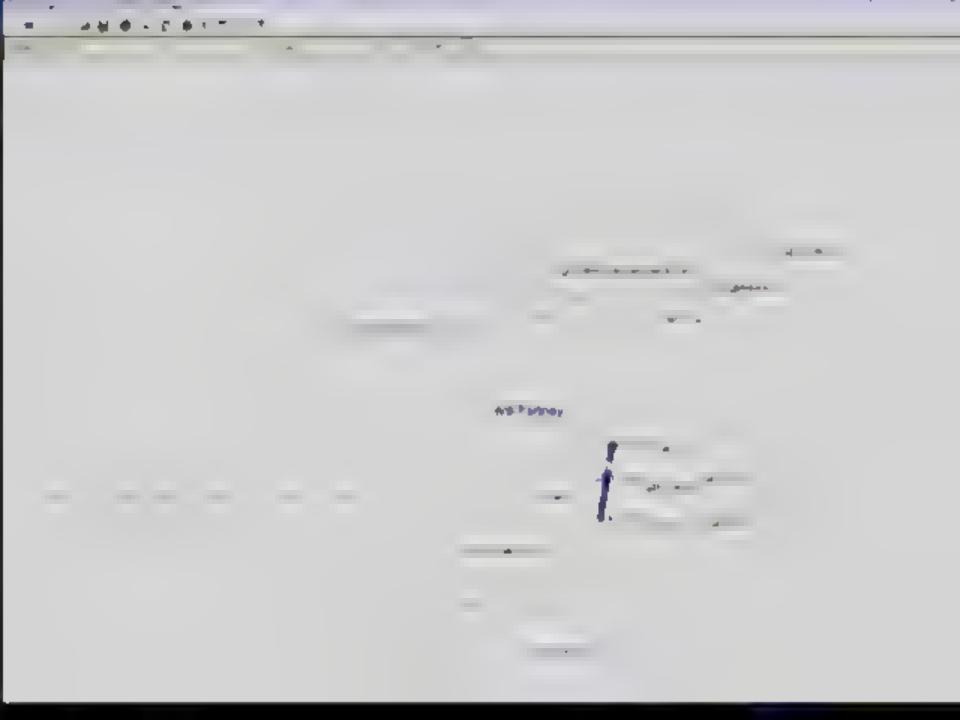


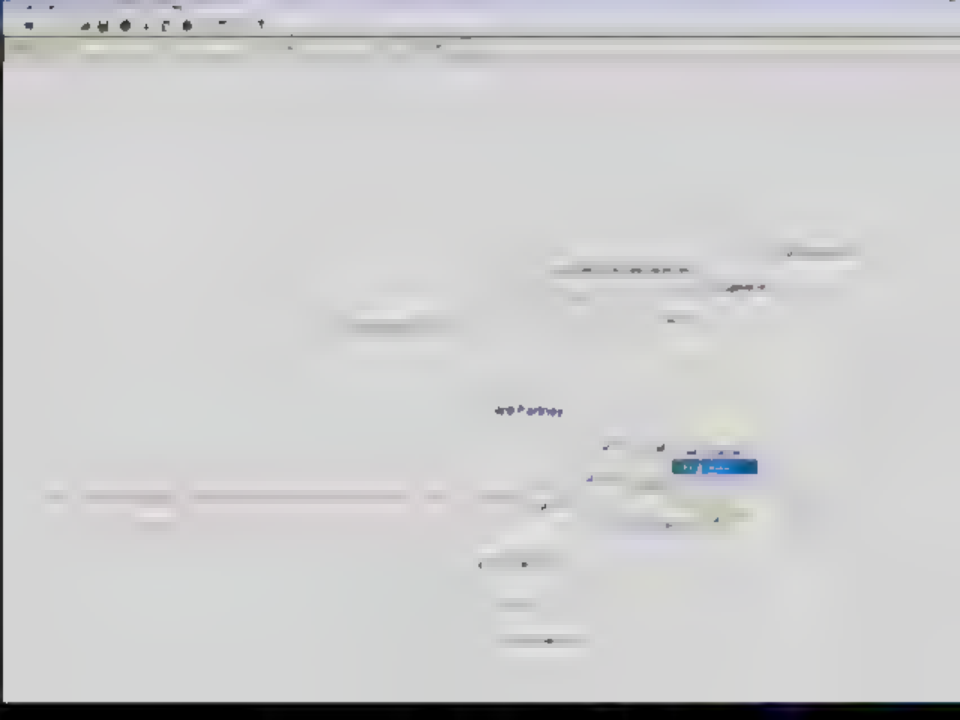


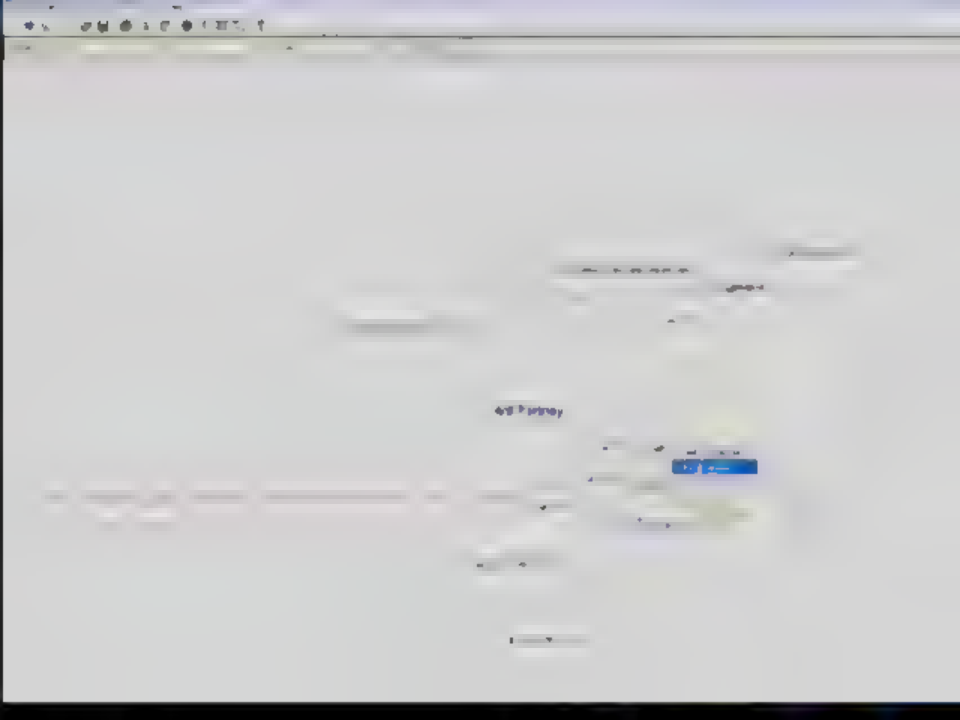
A = Parking



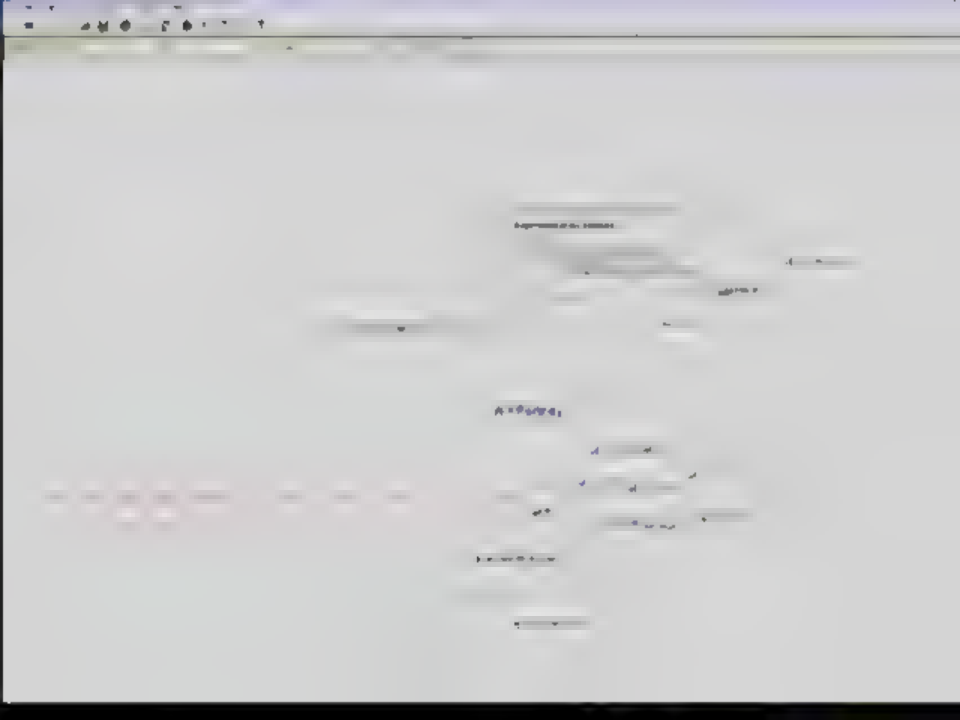


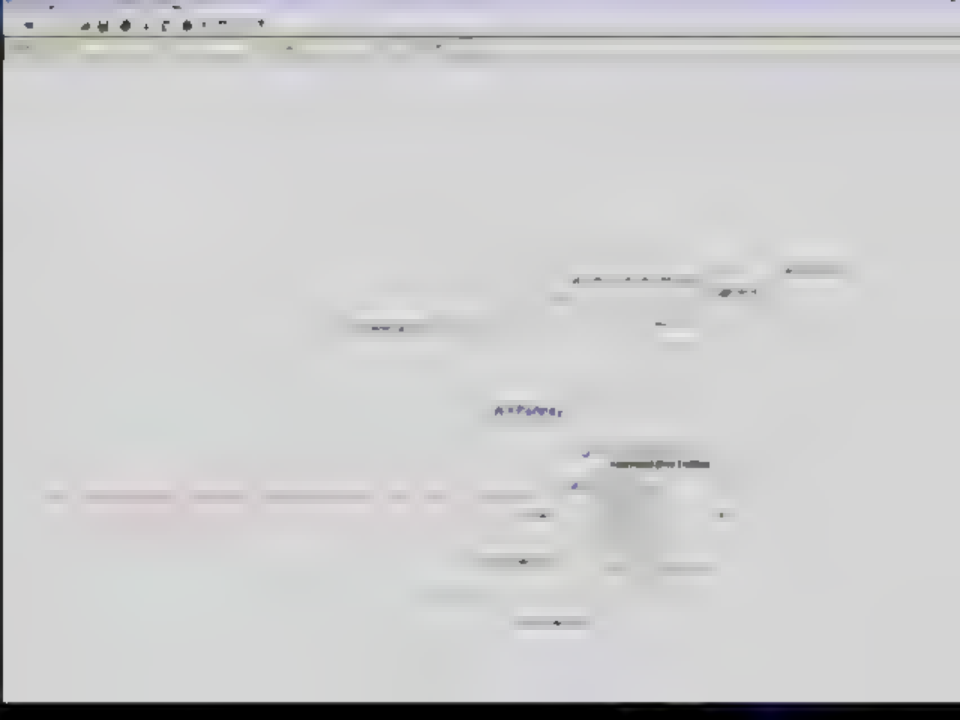












Process

- Filter

Users have many uninteresting objects on their machines

- Organize

Users interact with many interesting objects

- Summarize

Users name and identify groups of objects

Filter

- Rules for filtering out uninteresting data
 - People I don't communicate with
 - Email from people I've never emailed
 - Files not directly used in the user interface
- This is a hard problem that needs more thought

Organize

- Process for organizing interesting data
 - Choose a starting point (specify query)
 - Select objects to show most similar
 - Filter by object types
 - Unrelated objects into groups
 - Place similar groups close together
- Clustering can be enhanced
 - Multiple/fuzzy group memberships

Summary

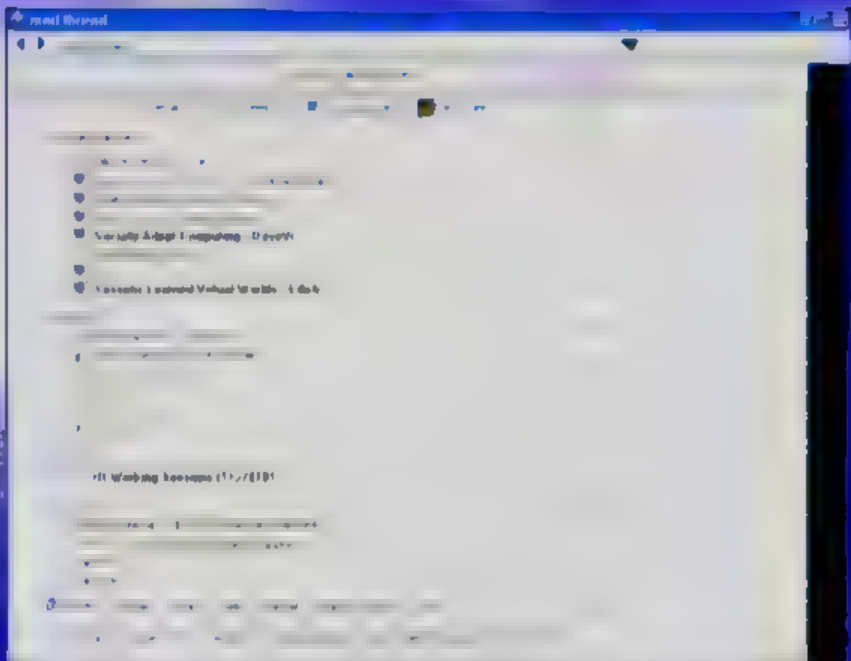
- Process for naming groups
 - `groupname` is used for query
 - `groupname` is visible to all group members
 - `groupname` is containing object
 - `groupname` depend on object type
- Group name depends on group member types (people versus emails)
 - `Threads` for emails
 - `Sites` for URLs

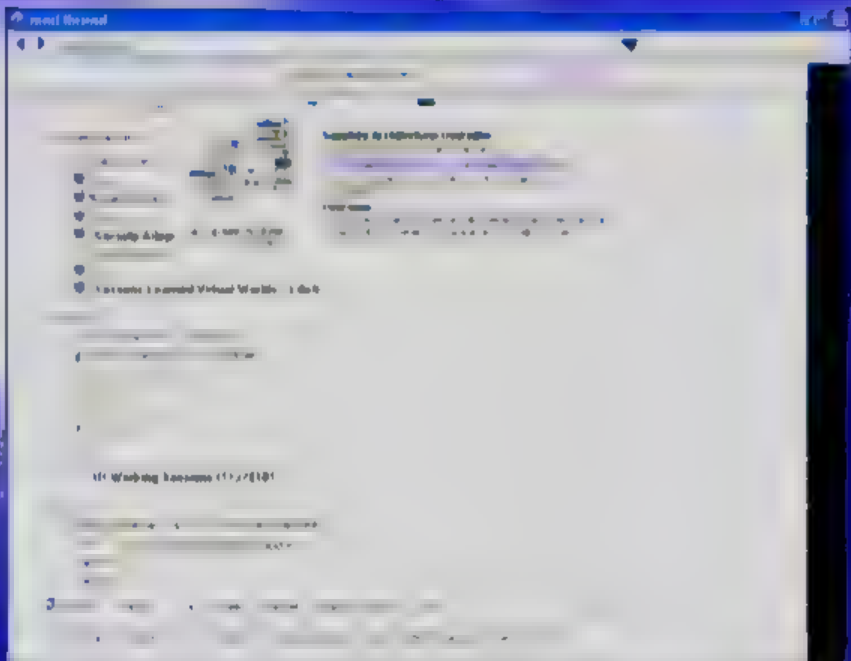
Summary & Next Steps

- Filtering, organizing, and summarizing user's objects (charts)
- Available assessment tool for associations
- Explore sharing scenarios
- Integrate personal and public data
- Contact info: t-willp, shellyf, andrzejt.

Smart Previews

Presented by Mary Marcjan, Lili Cheng, Eric Horvitz (ASU)
Aug 22, 2002





1. Answer web: 35-400000 (the supplier divides profit)

Page 4/5/12

2. Answer web: 35-400000 (the supplier divides profit)

3. Answer web: 35-400000 (the supplier divides profit) Page 4/5/12

4. Answer web: 35-400000 (the supplier divides profit)

5. Answer web: 35-400000 (the supplier divides profit)

6. Answer web: 35-400000 (the supplier divides profit)

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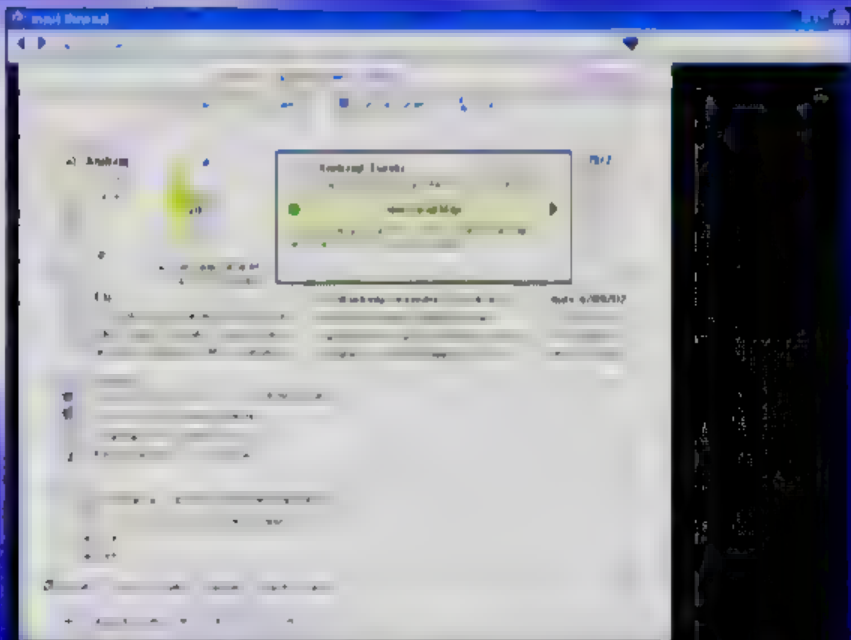
14. Answer web: 35-400000 (the supplier divides profit)

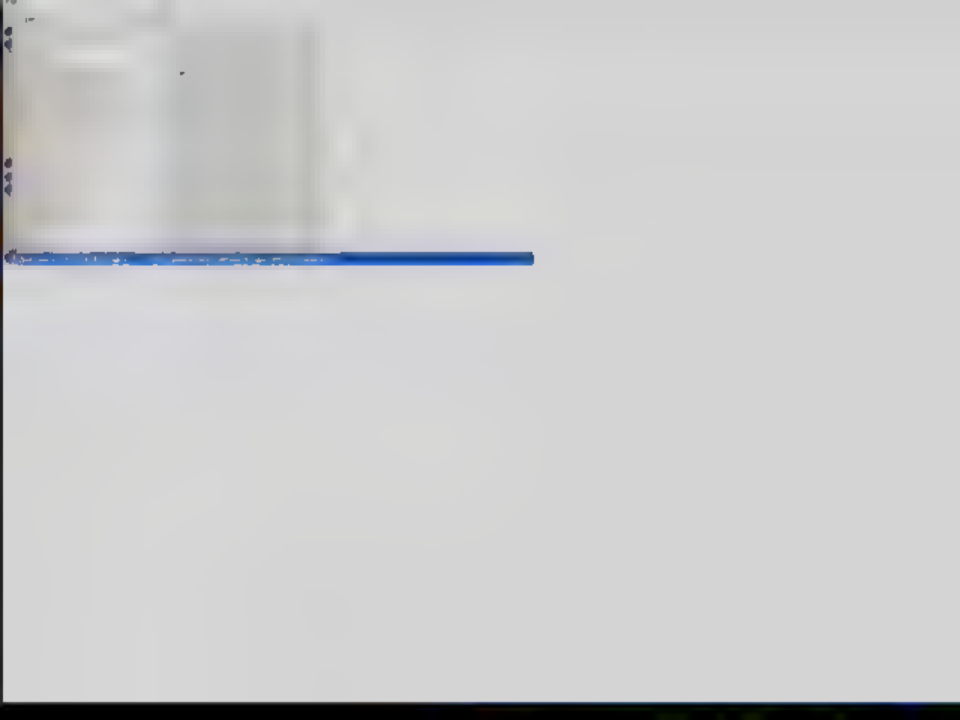
15. Answer web: 35-400000 (the supplier divides profit)

16. Answer web: 35-400000 (the supplier divides profit)

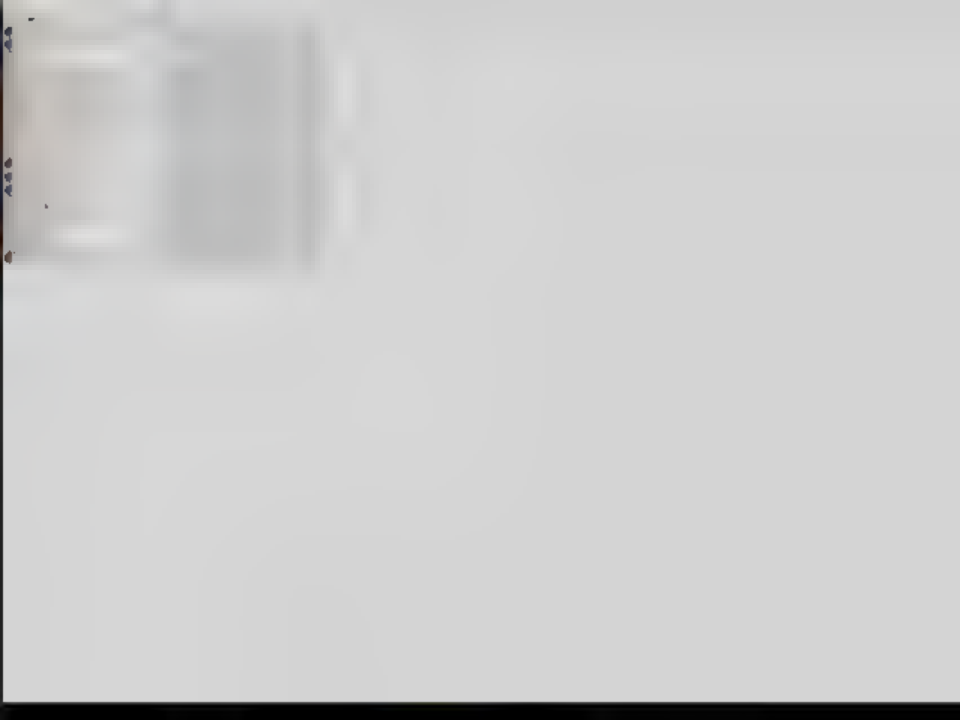
17. Answer web: 35-400000 (the supplier divides profit)

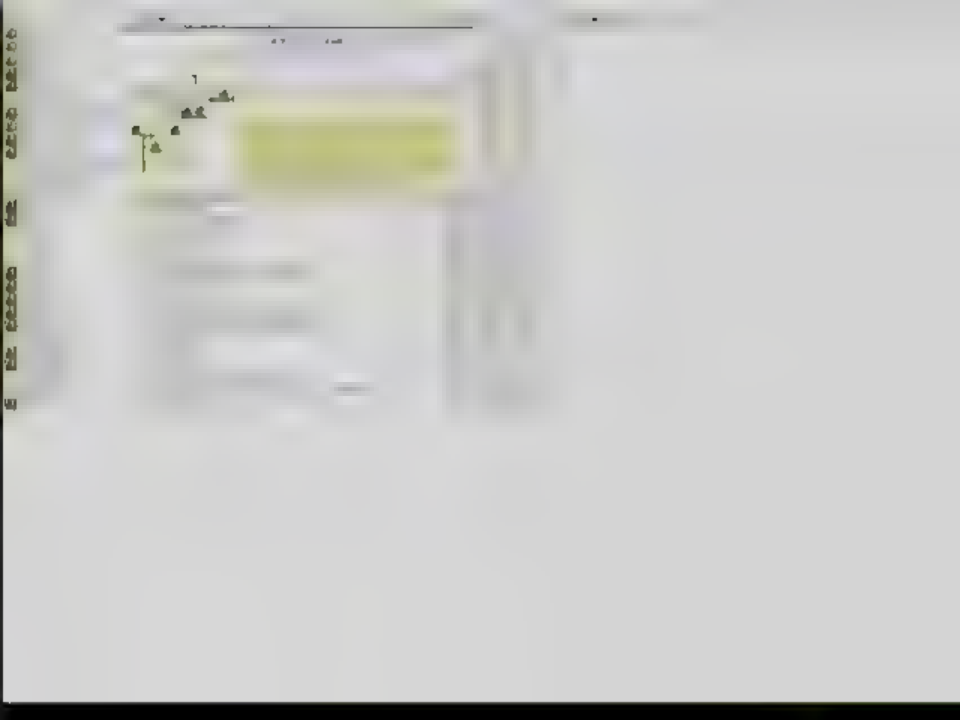
18. Answer web: 35-400000 (the supplier divides profit)

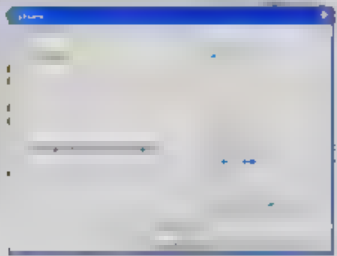
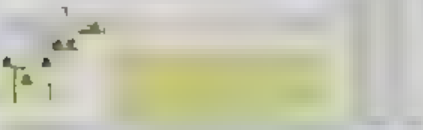
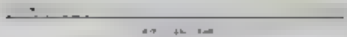


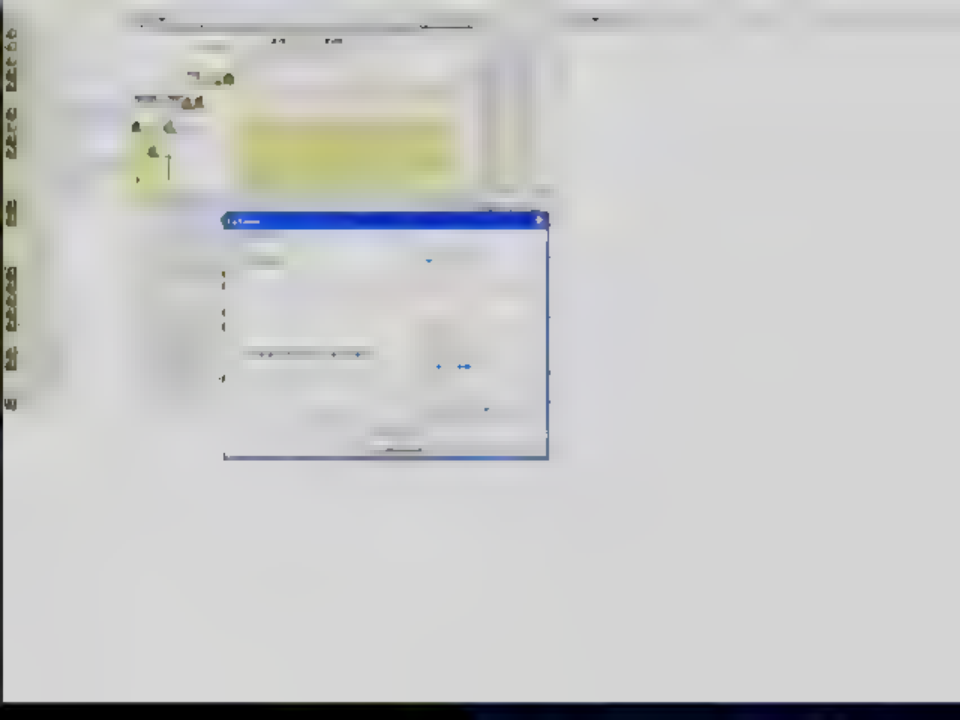












Next Steps

- **Design**
 - **Design** – how to design a conversation
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 - **Design** – how to design a conversation

Technical work on conversations: Andrew Fiore, Gina
Mancilla, Marc Smith, Judith Donath

Contact: tf-faiwu.cezarvm@microsoft.com

Conversation Clusters

Andrew Fione

Social Computing Group, MSR

Aug 22, 2002

Microsoft Confidential

Motivation

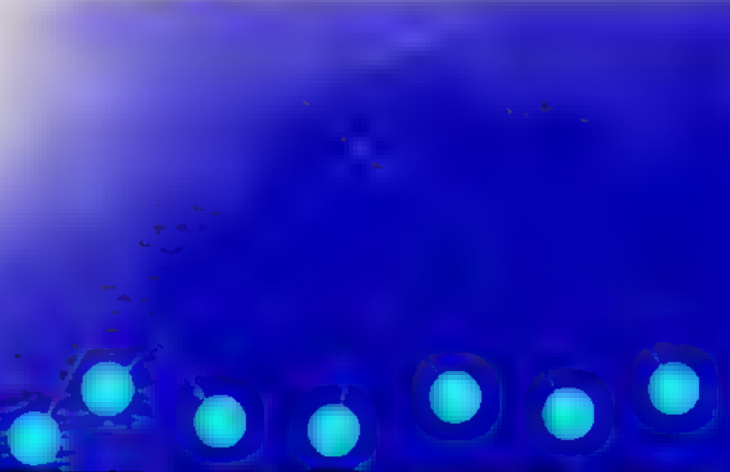
- Email can be an overwhelming medium, and tools for managing it have been slow to evolve
- Two major approaches:
 - Try to manage the information overload
 - Automate processing to reduce the overload
- People know that certain conversations belong together – can computers identify these groupings?

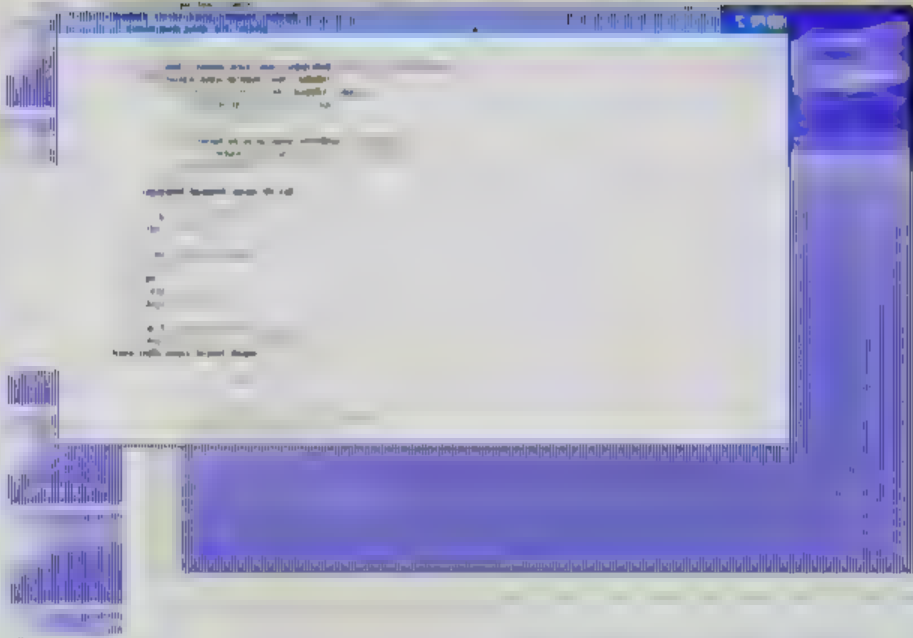
Project Overview

- Built clustering engine for full-text email
- Created simple UI for browsing clusters, assessing associations
- Designed simple study comparing automated with user-generated groupings

Background Clustering process

Hierarchical agglomerative





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वर्ग	पुरुष	महिला	कुल	प्रतिशत
अ	10	5	15	100
ब	20	10	30	200
ग	30	15	45	300
घ	40	20	60	400
ङ	50	25	75	500
च	60	30	90	600
छ	70	35	105	700
ज	80	40	120	800
झ	90	45	135	900
ञ	100	50	150	1000
ट	110	55	165	1100
ठ	120	60	180	1200
ड	130	65	195	1300
ढ	140	70	210	1400
ण	150	75	225	1500
त	160	80	240	1600
थ	170	85	255	1700
द	180	90	270	1800
ध	190	95	285	1900
न	200	100	300	2000
प	210	105	315	2100
फ	220	110	330	2200
ब	230	115	345	2300
भ	240	120	360	2400
म	250	125	375	2500
य	260	130	390	2600
र	270	135	405	2700
ल	280	140	420	2800
व	290	145	435	2900
श	300	150	450	3000
ष	310	155	465	3100
स	320	160	480	3200
ह	330	165	495	3300
ळ	340	170	510	3400
वृ	350	175	525	3500
श्र	360	180	540	3600
स्र	370	185	555	3700
ज्र	380	190	570	3800
झ्र	390	195	585	3900
ञ्र	400	200	600	4000
ट्र	410	205	615	4100
ठ्र	420	210	630	4200
ड्र	430	215	645	4300
ढ्र	440	220	660	4400
ण्र	450	225	675	4500
त्र	460	230	690	4600
थ्र	470	235	705	4700
द्व	480	240	720	4800
ध्व	490	245	735	4900
न्र	500	250	750	5000
प्र	510	255	765	5100
फ्र	520	260	780	5200
ब्र	530	265	795	5300
भ्र	540	270	810	5400
म्र	550	275	825	5500
य्र	560	280	840	5600
र्र	570	285	855	5700
ल्र	580	290	870	5800
व्र	590	295	885	5900
श्र	600	300	900	6000
ष्र	610	305	915	6100
स्र	620	310	930	6200
ह्र	630	315	945	6300
ळ्र	640	320	960	6400
वृ्र	650	325	975	6500
श्र्र	660	330	990	6600
स्र्र	670	335	1005	6700
ज्र्र	680	340	1020	6800
झ्र्र	690	345	1035	6900
ञ्र्र	700	350	1050	7000
ट्र्र	710	355	1065	7100
ठ्र्र	720	360	1080	7200
ड्र्र	730	365	1095	7300
ढ्र्र	740	370	1110	7400
ण्र्र	750	375	1125	7500
त्र्र	760	380	1140	7600
थ्र्र	770	385	1155	7700
द्व्र	780	390	1170	7800
ध्व्र	790	395</		

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6. 7. 8. 9. 10.

11. 12. 13. 14. 15.

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Information used: 300k/1000 (in progress)

- 20 users to group the dataset into their own mail manually
- We attempt to match their groupings on the same data set by clustering with 10 sets of parameters
 - pairwise error evaluation: If thread A and thread B are in the same cluster in the participant's grouping, are they also in the same machine-generated cluster?

Informal user study (in progress)

- We apply the best settings to a different set of 100 threads from their email, ask them to evaluate

Results:

- **Participants:** How well did computer-generated clusters matched how they would group threads? Results pending.

Next steps

- Design end-user interfaces
- Combine machine-generated with user-created groups
- Integrate with other measures of similarity and importance (Sapphire)
- Cluster the clusters to improve scalability/performance

Summary

- Text efficiently/cheaply. One use in the effort to manage email
- Related projects:
 - The Domain's Suit I've Seen
 - AOL/Venola's Grand Central email browser

Contacts:

• Andrew Fiore

atf@media.mit.edu

• Sean Kelly

seankell@microsoft.com

New Desktop

Markus Kwan, Dave Vronay

Social Computing Group, MSR

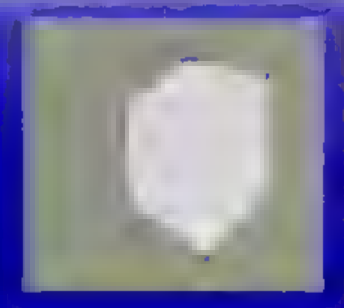
Aug 22, 2002

Goals

- Provides overview of the desktop
- Dynamic/fluid user experience
- Intuitive usage
- Spatial memory

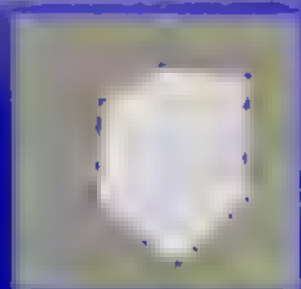
Spatial Visualizations

- Simple forms
- Information is clustered



Spatial Relationships (Continued)

- Simple forms
- Information is clustered
- Representation
 - Impression
 - Movement
 - Direction
 - Similarity
 - Proximity

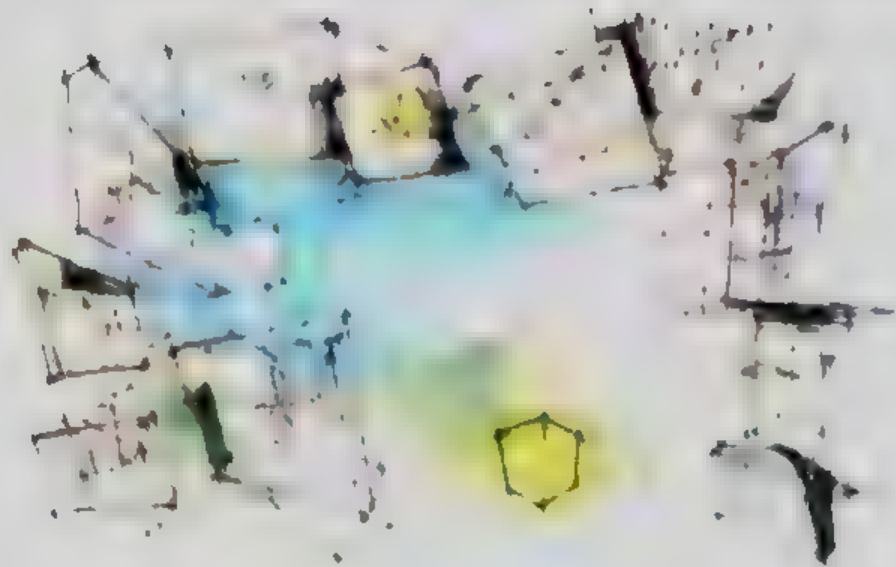


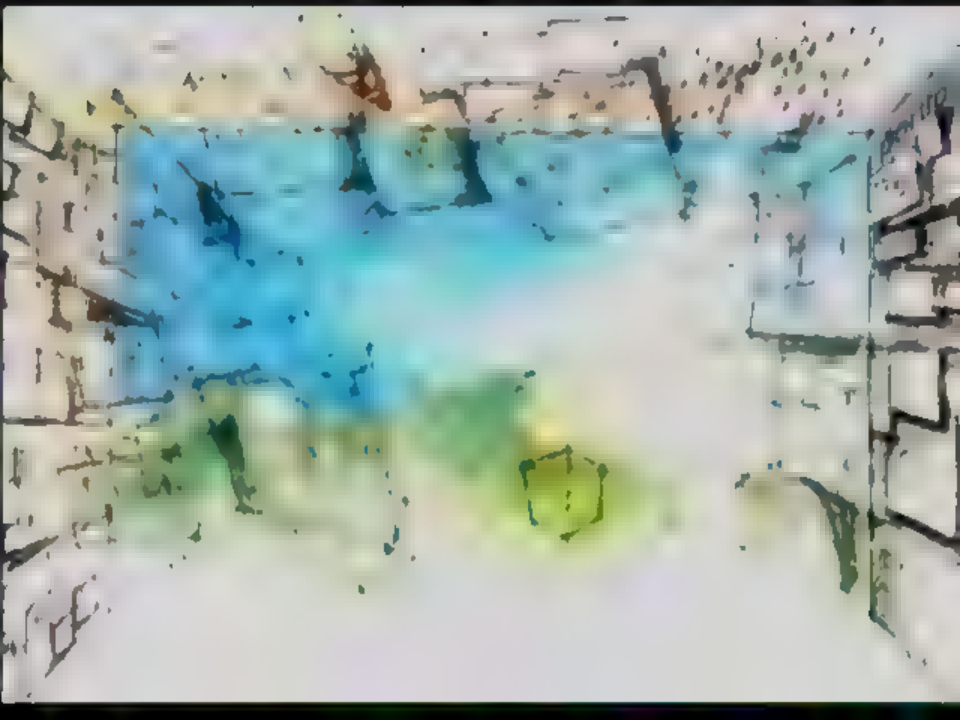


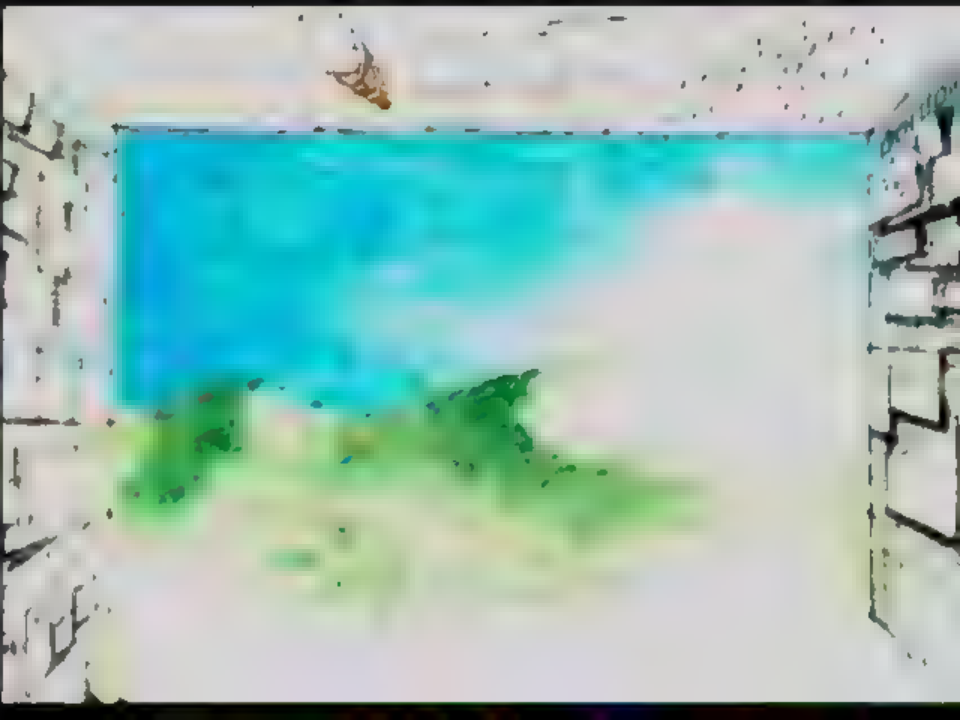


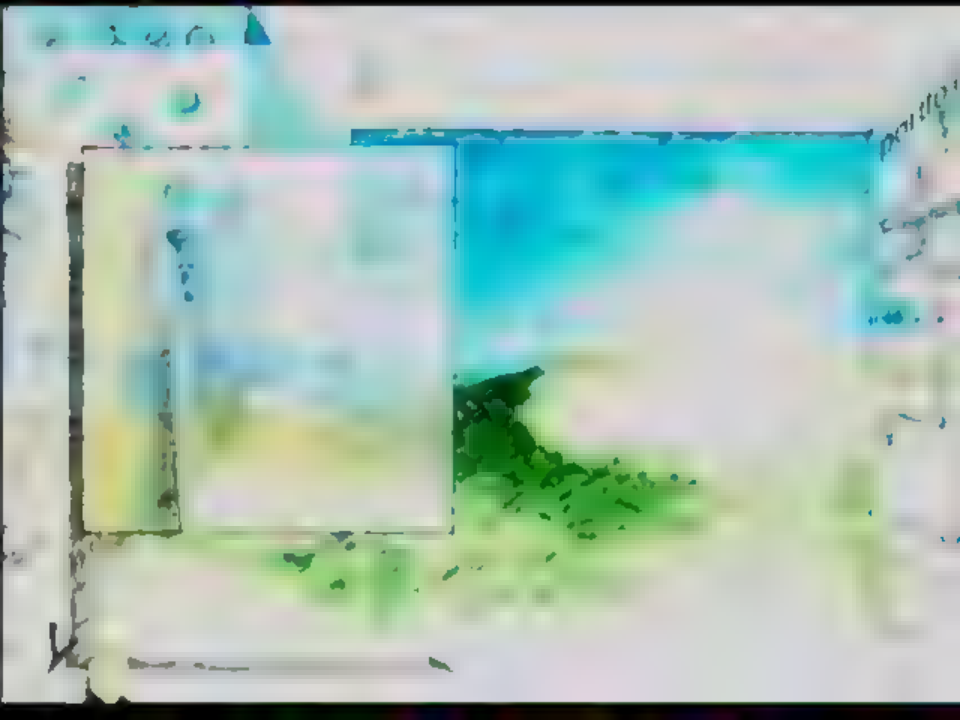


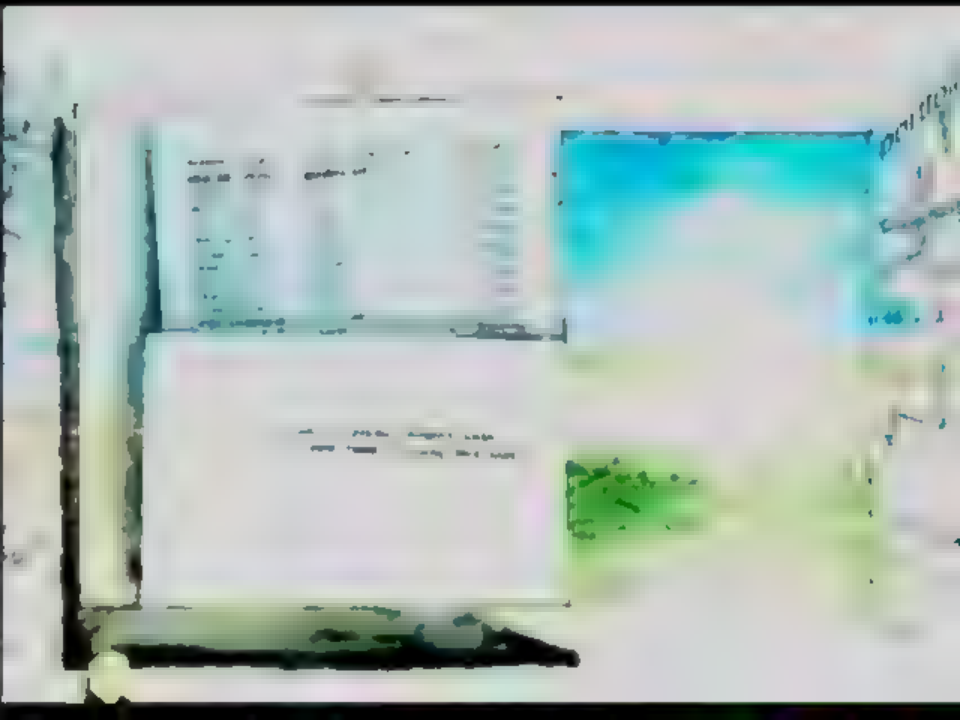


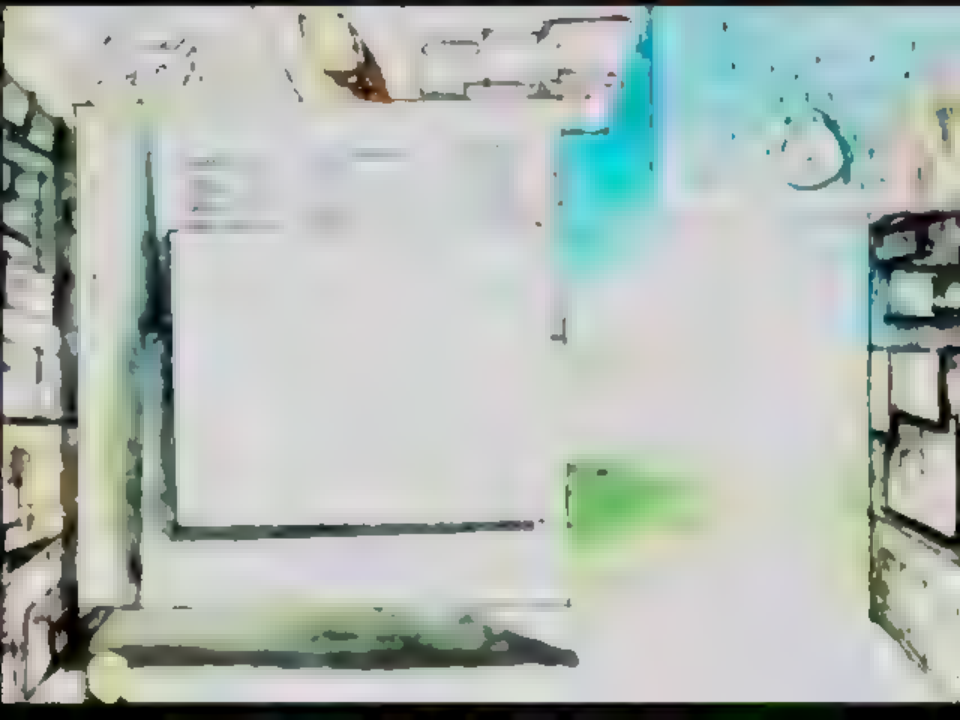


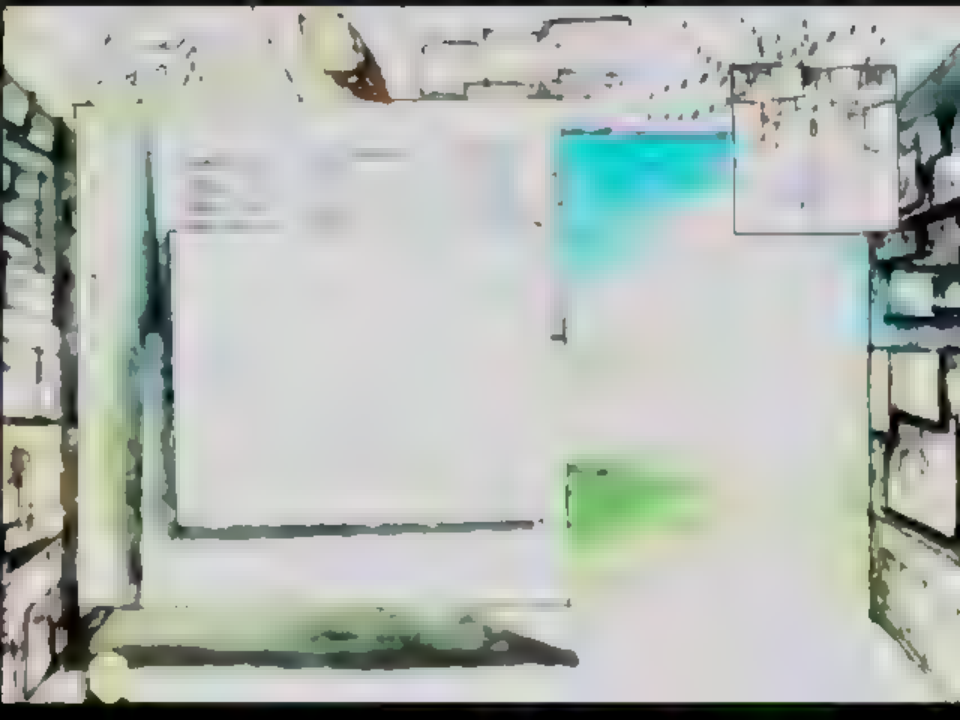


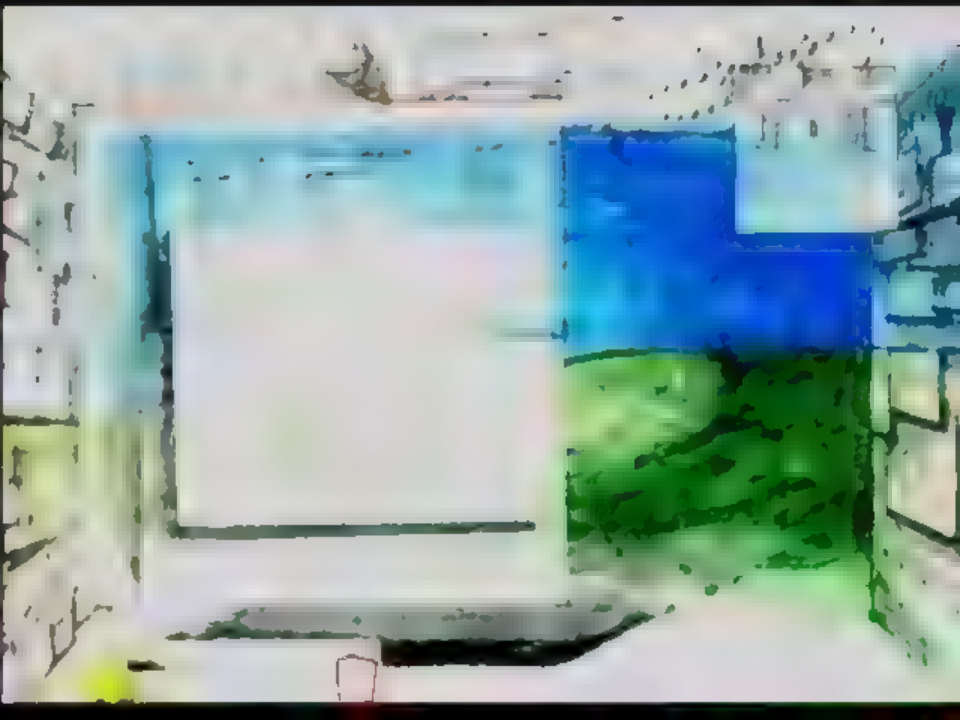














Summary

- Overview of my desktop
- Dynamic/illudic scenes experience
- Immersive scenes
- Spatial memory

Contact Info: t-mkwee@microsoft.com, davevr,
illich

Using Peer Rating to Decrease Bad Behavior

Jessie Ma John P. Davis
Social Computing Group, MSR
August 22 2002

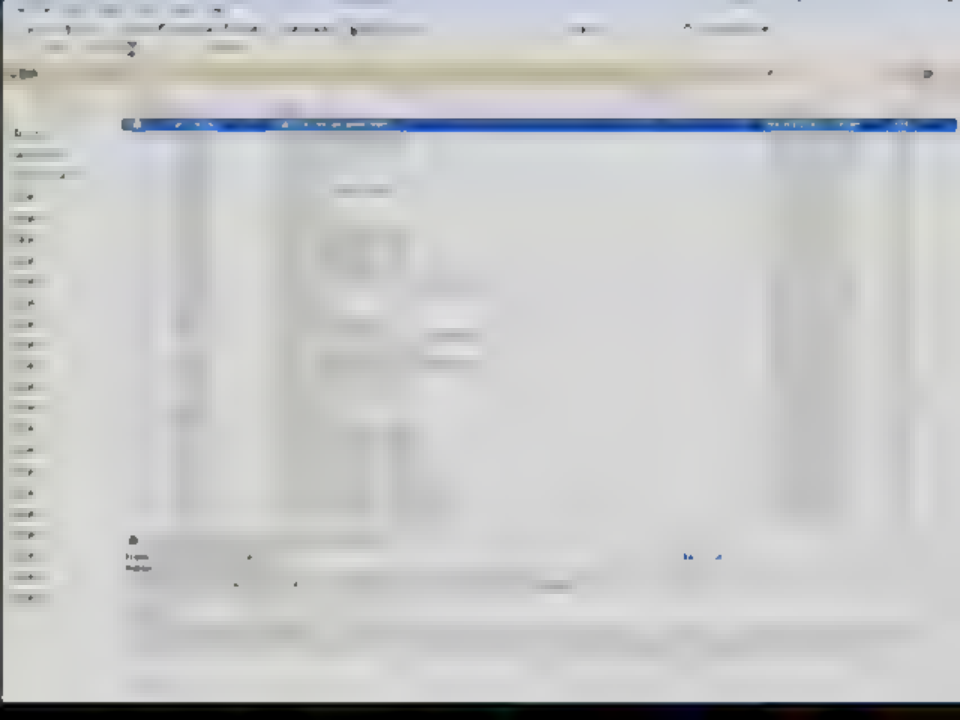


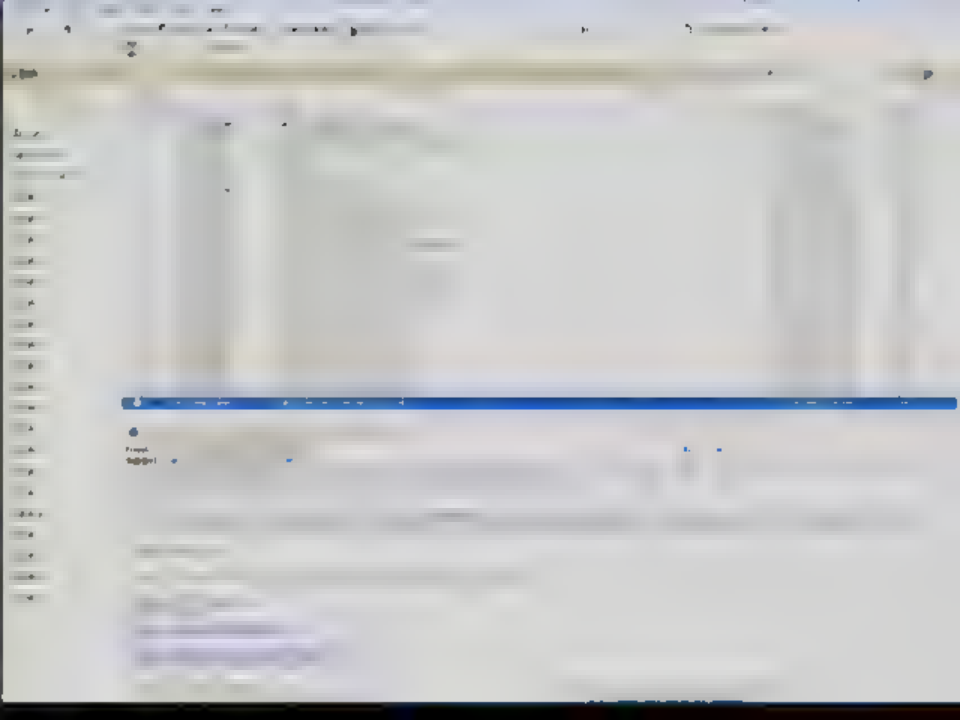
Overview

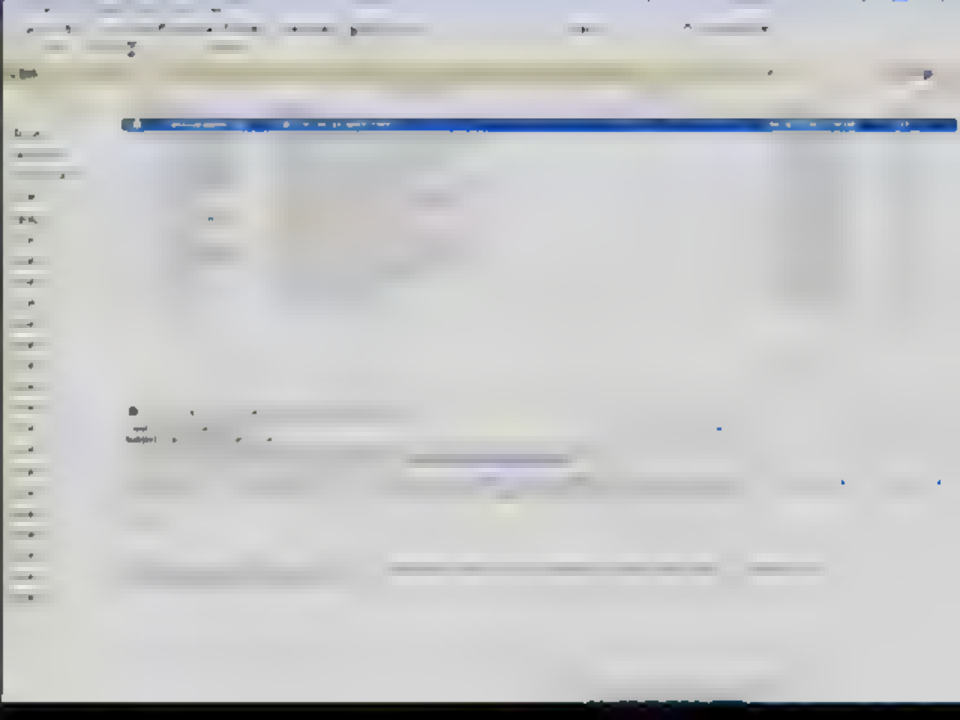
- Research Questions
 - How can we achieve *critical mass* in online groups?
 - Does an *anonymous peer-rating system*
 - Discourage bad behavior?
 - Encourage good behavior?
- Context.
 - MSN users
 - Communication via online distribution lists

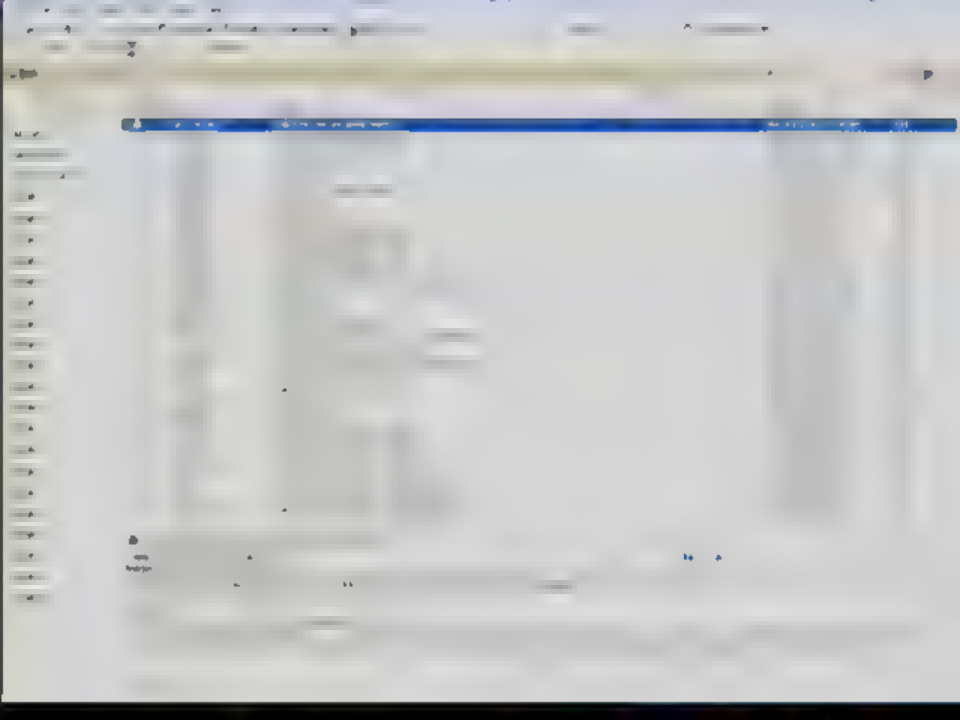
Procedures

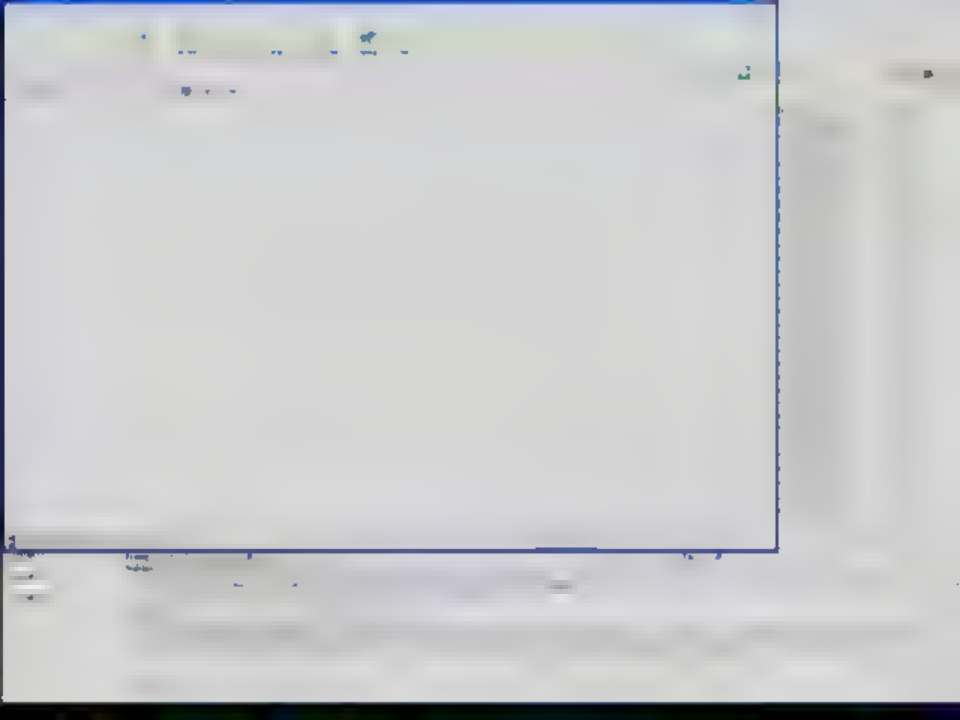
- Pilot Study – Achieving Critical Mass
 - Self-introductions increase interactions
 - Simple topics increase interactions
- Final Study– Effects on Good / Bad Behavior
 - 200 participants (20 groups of 10)
 - 12 days of interaction
 - Half used anonymous peer-rating system
 - Final questionnaire at the end of the study











Group Tool

Summary of Comments

About the Great Test

Summary of Comments

Site Comments

Research Project

Summary of numbers

Summary of numbers

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What the Green Test

Summary of Experiments

What Conclusions

Summary of Findings

Experiment 1: Green Test

Experiment 2: Green Test

Experiment 3: Green Test

Experiment 4: Green Test

Experiment 5: Green Test

Experiment 6: Green Test

Experiment 7: Green Test

Experiment 8: Green Test

Experiment 9: Green Test

Experiment 10: Green Test

Experiment 11: Green Test

Experiment 12: Green Test

Experiment 13: Green Test

Experiment 14: Green Test

Experiment 15: Green Test

Experiment 16: Green Test

Experiment 17: Green Test


Experiment 18: Green Test

Experiment 19: Green Test

Experiment 20: Green Test

Using Peer Rating to Decrease Bad Behavior

Jessie Ma John P. Davis
Social Computing Group, MSR
August 22, 2002



Overview

- Research Questions:
 - How can we achieve ***critical mass*** in online groups?
 - Does an ***anonymous peer-rating system***
 - Discourage bad behavior?
 - Encourage good behavior?
- Context:
 - MSN users
 - Communication via online distribution lists

Results

- 87% report previously experiencing bad behavior
- In both conditions of our study, people interacted
 - Bad behavior

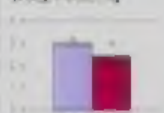
"He posts statements without supports, raises personal attacks, and in general was being just, um, a jerk. ...this jerk is just making me uncomfortable,... I would rather stay inactive"
 - Good behavior

"I did enjoy getting to know you, especially as we are so far apart, please keep in touch."

Survey Results

- In comparison to the control group, interactions in the group with a peer-rating system were more ($p < 0.05$) positive:
 - Decreased bad behavior
 - Less personal attack messages reported by participants
 - More concerned about their own behavior
 - Increased satisfaction
 - Interactions were more satisfying

Group Positivity



Summary

- Critical mass: introductions & topics matter
- An anonymous peer-rating system works & can be simple
- We can use this framework to conduct other studies
 - Impact of profiles on behavior
 - Compare reputation systems

Thanks to : Games Group, MSN Groups, MSR Support